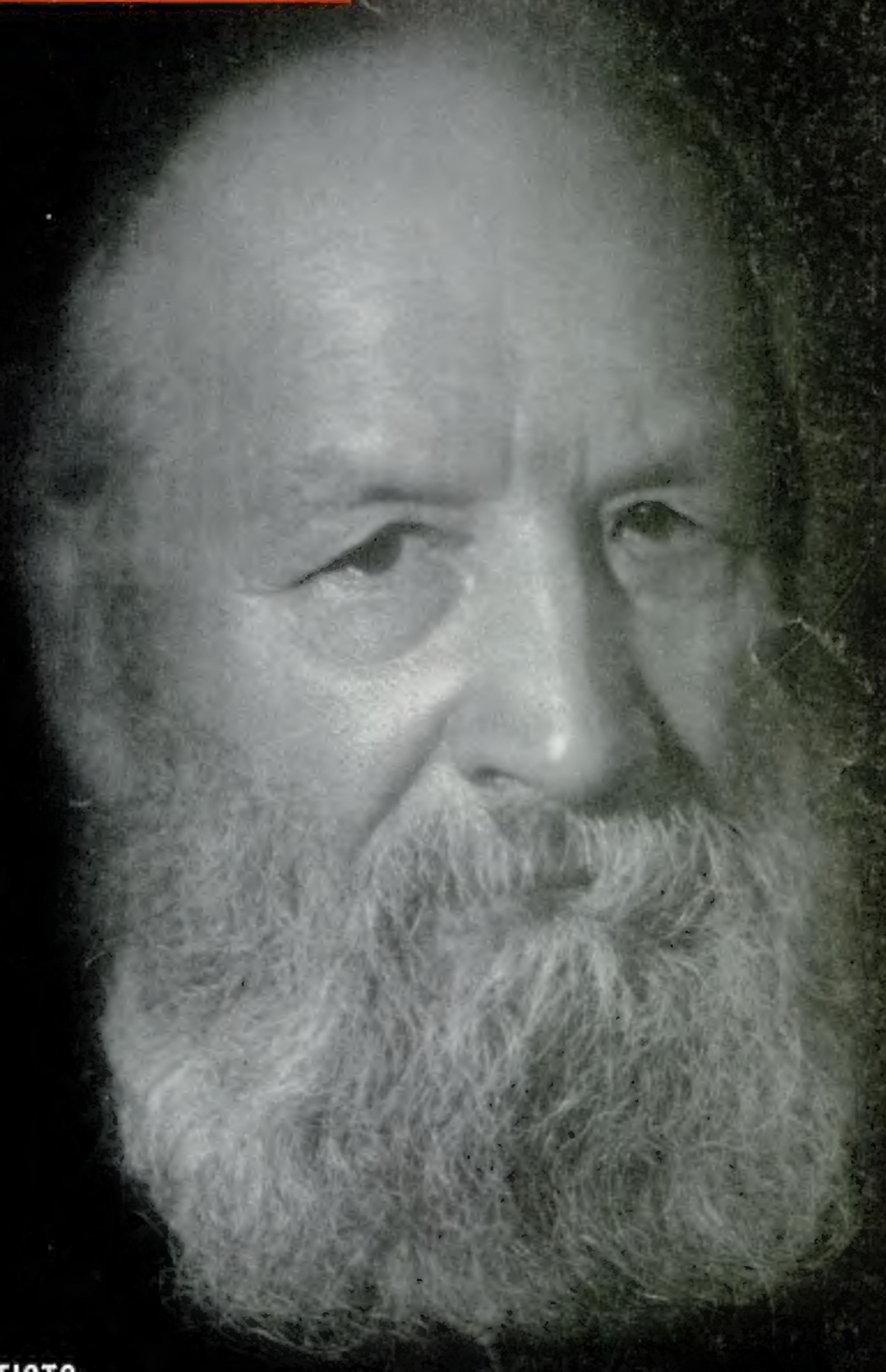


LIFE



U. S. S. R. SCIENTISTS

OCTOBER 23, 1944

10

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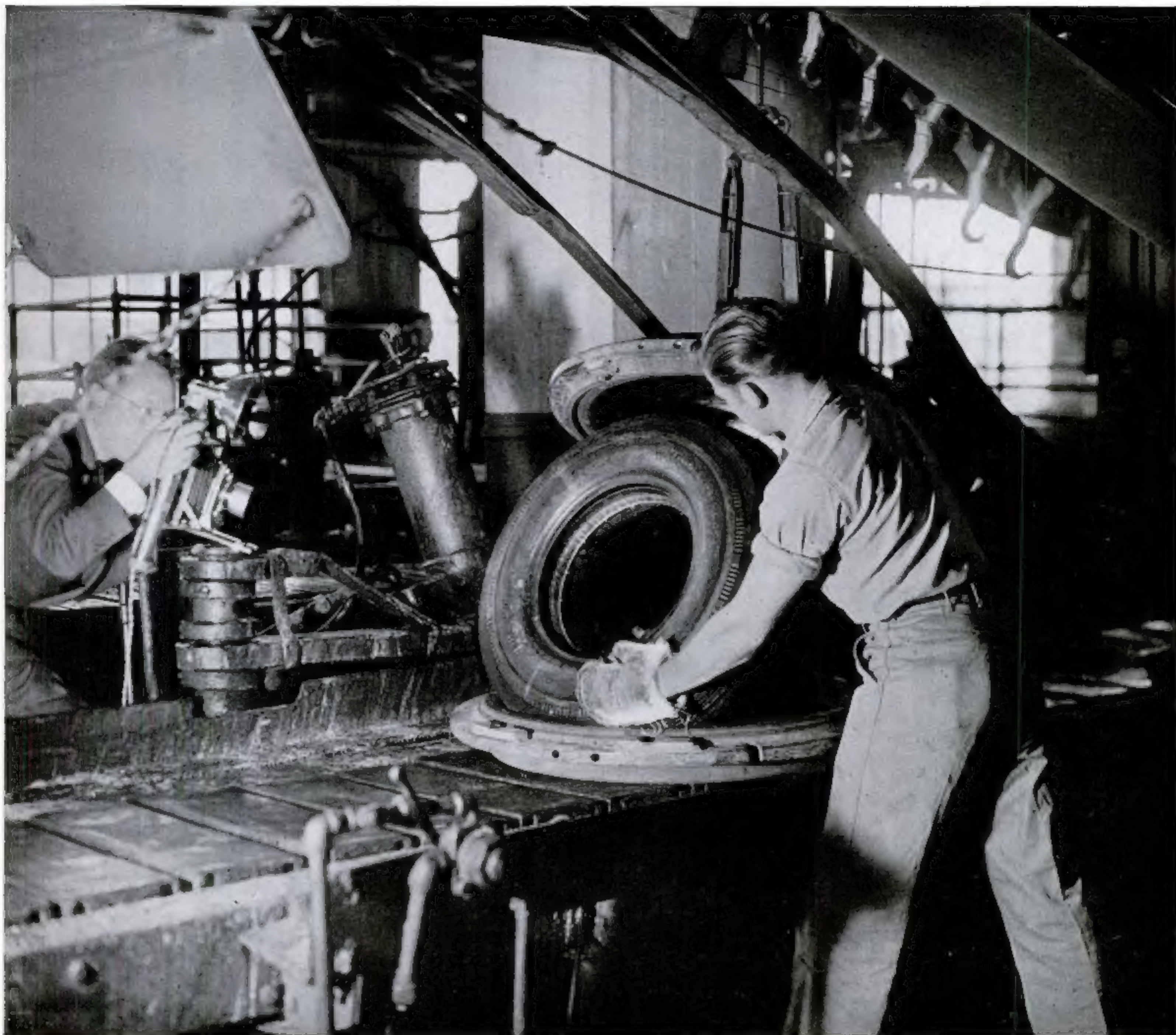
YEARLY SUBSCRIPTION \$4.50



QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



This tire is made out of dandelions

Few people can pronounce kok-saghyz—but experts pronounce it a possible source of rubber

KOK-SAGHYZ means "the root that can be chewed." At least it does to a Russian. It's first cousin to our own dandelion—a little larger, a bit coarser. And good rubber can be extracted from it.

In 1942 two planes landed in America with cargoes of kok-saghyz seeds. A total of 575 acres was planted, the dandelions harvested, the rubber produced.

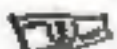
Now the United States Department of Agriculture has asked B. F. Goodrich to make passenger car tires from it. The tires are being made, as you can see in the picture above, and will be tested in many ways.

The military importance of dandelion rubber has been greatly lessened because America learned to make its own rubber. Long before the kok-saghyz

seeds flew over the top of the world, B. F. Goodrich was searching for new sources of rubber. In June, 1940, it made the first tires containing synthetic rubber ever sold to American car owners—three years ahead of all others.

So motorists may never drive on tires made of dandelions. And again they may. For kok-saghyz *does* grow well in the United States. It *does* make rubber. Rubber sources do change. And B. F. Goodrich men always search for every possible improvement.

Meanwhile, people *are* driving on tires of synthetic rubber—owners of

all-synthetic B. F. Goodrich Silver-towns have totaled more than 7 billion miles. And, because B. F. Goodrich is not content with just routine research, these synthetic tires offer you extra wear, extra safety, extra value. The B. F. Goodrich Co., Akron, O. 

In war or peace
B.F. Goodrich
FIRST IN RUBBER

This One



83FS-9K6-FESW

1 Want a Quick, Clean, Comfortable shave EVERY TIME? Then—try Palmolive Brushless!



2 Want a Face so COOL you need no After-Shave Lotion? Then—try Palmolive Brushless!



3 Want a Fast, Smooth Shave, even with Cold or Hard Water? Then—try Palmolive Brushless!



4 Want a shave that allows no Stinging, no Biting, no RAZOR BURN—even with Tender Skin? Then—try Palmolive Brushless!

Only PALMOLIVE BRUSHLESS
Guarantees* You 4-Way Shaving Comfort!



*Yes, only Palmolive Brushless guarantees you 4-way shaving comfort! That's because this easy-to-spread, greaseless cream wilts whiskers fast—makes tough beards easy to cut even with cold or hard water. And at the same time, Palmolive Brushless lubricates your skin—cushions your face against your razor. You shave without scratching, scraping, or Razor Burn! Your face stays cool, comfortable—you need no after-shave lotion. Try it and see! You get shaving comfort—4 ways—or, mail carton top to Palmolive, Jersey City 2, New Jersey, and we'll refund your money!

LETTERS TO THE EDITORS

ELECTION: 1

SIR:

May I congratulate you upon the series of intelligent analyses of the election issues that you have started with your editorial Election: I (LIFE, Oct. 2).

In some mysterious way the American public apparently has gotten the idea that F. D. R. is a genius in international affairs and in anticipating and planning for developments in those fields.

You will recall that F. D. R., on his own initiative, torpedoed the London Economic Conference in June 1933, and he did this in spite of the advice of Secretary Hull to the contrary.

That was the beginning of F. D. R.'s record of failures. Then we come down to the present moment. While F. D. R. and Churchill were conferring in Canada, Morgenthau was invited to this conference to propose a plan to destroy all German industry and to turn Germany into a pastoral land. What is the result? Morgenthau confirms to the German people that everything that has been told them about a conspiracy to destroy Germans and ruin Germany is true. Naturally under those conditions Germans are not going to surrender.

Did he take any steps whatsoever to prevent Hitler from marching on? And when it was perfectly obvious to all of us that Hitler meant what he said in *Mein Kampf* and that sooner or later we would be dragged into the affair, did F. D. R. take any steps whatsoever to prepare us?

The photographs of the first draftees drilling with broomsticks and stovepipes show how farsighted F. D. R. was in preparing this country. And when the war broke out did we have a large air force—in spite of the definite knowledge that F. D. R. had of the tremendous air power of Germany?

RICHARD P. ETTINGER

New York, N. Y.

SIR:

I hope you will give a clear statement of the effect of the Fourth Term on the courts and the results to be normally expected from a practically solid Roosevelt-appointed federal judiciary.

(continued on p. 4)

LIFE is published weekly by TIME Inc., at 330 East 22nd Street, Chicago 16, Illinois. Printed in U. S. A. Entered as second-class matter November 16, 1936 at the Post Office at Chicago, Illinois, under the act of March 3, 1879. Entered as second-class matter at the Post Office Department, Ottawa, Canada.

Subscription rates: One year, \$4.50 in the U. S. A.; \$5.50 (Canadian dollars) in Canada including duty and exchange; \$6.00 in Pan American Union; elsewhere \$10.00. Single copies in the U. S. A., 10¢; Canada, 12¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢. Special rates for members of the armed forces in U. S. or addressed to APO or FPO, \$3.50. Change of Address: Four weeks' notice required for change of address. When ordering a change please furnish an address stencil in press from a recent issue if you can. Address changes cannot be made without the old address as well as the new one.

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1 It's F-N, the test for men! The "Fingernail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.

YOUR HAIR CAN LOOK LIKE THIS WITH NEW WILDROOT CREAM-OIL



2 Keeps your hair well combed all day long, and without a trace of that greasy look! And grooming without grease means no more stained handkerchiefs, no greasy pillow slips! Your hair looks good and feels good!

NON-ALCOHOLIC CONTAINS REFINED LANOLIN!

3 Refined LANO-LIN has long been prescribed because of its soothing qualities, and because it closely resembles the oil of the human skin. No wonder 4 out of 5 users in a nation-wide test prefer it to the preparations formerly used. A little Wildroot Cream-Oil goes a long, long way. Get it today from your barber or druggist.



SPECIAL NOTE TO WOMEN...

Thousands of women use Wildroot Cream-Oil to remove loose dandruff, relieve dryness, and help beautify the hair. Try it before a shampoo... also after a permanent wave to relieve dryness. Excellent for training children's hair.

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*According to recent surveys

LETTERS TO THE EDITORS CONTINUED

which will probably be an accomplished fact if there is a Fourth Term.

ARTHUR F. KINGDON

Bluefield, W. Va.

Sirs:

The introductory editorial on the coming election is very satisfying to the many of us who are becoming alarmed, not so much with what you call the "apathy of the voters" toward the election as with the voters' apathy toward the great American ideals.

Mr. Dewey would do well to emphasize that "the essence of the issue is that no man or group of men should get too used to power."

WALTER C. ROSS

Milwaukee, Wis.

Sirs:

Your Election: I editorial makes an issue of the Fourth Term and argues the case against it. To balance the scales I submit an argument in the affirmative from chapter 72 of *The Federalist* written by Alexander Hamilton: "There is no nation which has not, at one period or another, experienced an absolute necessity of the services of particular men in particular situations. . . . How unwise, therefore, must be every such self-denying ordinance as serves to prohibit a nation from making use of its own citizens in the manner best suited to its exigencies and circumstances! Without supposing the personal essentiality of the man, it is evident that a change of the chief magistrate, at the breaking out of a war, or at any similar crisis, for another, even of equal merit, would at all times be detrimental to the community, inasmuch as it would substitute inexperience to experience, and would tend to unhinge and set adrift the already settled train of the administration."

ELTON WATKINS

Portland, Ore.

Sirs:

Servicemen are not fooled by the constant inflation of the "Fourth Term." Liberalism as represented by President Roosevelt versus reaction as represented by Thomas E. Dewey, experience versus inexperience, are the vital issues of this campaign.

H. K. THOMPSON JR. USNR

New Haven, Conn.

Sirs:

Has it never occurred to you that the President might have decided to accept the tremendous burden of the next four years from a sense of duty—first to his country and secondly to his party?

The pre-convention Gallup polls showed him to be the overwhelming choice of his party and I suspect that you would have been among the first to accuse him of political cowardice if he had refused to be a candidate. Your implication that the President's acceptance of the nomination was due only to his vanity and his considering himself indispensable is a misrepresentation of a particularly mean and ignoble kind.

Here is one conscientious independent who will vote for him, not because I consider him indispensable but because he is by far the best fitted for the job.

JAMES U. NORRIS

New York, N. Y.

WIDOW SCHMITZ

Sirs:

On page 27 (LIFE, Oct. 2) you have a photograph entitled "Old Rhineclander watches in front of Herr Schmitz's Gasthaus. . . ." The sign in the picture, however, reads "WW Fried. Schmitz." Ww., or Wwe., is the German abbreviation for witwe, or widow. So it's the Widow Schmitz, not Herr Schmitz, that runs the Gasthaus.

CAPTAIN PAUL V. SEYDEL
Cambridge, Mass.

(continued on p. 7)

Half-Price Sale!

on gallon
size of

Nujol

Reg. Price of 8
NUJOL pint bottles \$4.72
Sale Price 1 gallon
(8 pints) of NUJOL \$2.36
50% Saving \$2.36*
*October and November only



Just think—a whole gallon of pure, tasteless, crystal-clear Nujol for half the price you would pay if bought by the pint bottle. Offer good for limited time only. So buy this gentle . . . safe . . . family "regulator" TODAY.

Copy, 1948, Stanco Incorporated

It's your duty
to keep fit

The boy we set to dreaming

THIS is the way he looked half-a-dozen years ago. Just a youngster in a High School lab, catching the first bright visions of the wonders of modern science, and their meaning to him.

Of him we said, in a widely read advertisement:

"We hope that somewhere we have set a boy to dreaming — and started him on a road of usefulness and service to himself, his country and his fellow men."

It seems we have done just that. Not just for one boy but for thousands. And many of these thousands have passed through the welcoming doors of the General Motors Institute.

Pioneering in a field of industrial education, General Motors 25 years ago established G.M.I. where men working for General Motors were given an opportunity to prepare themselves for important technical work.

Starting only as evening classes in an unused factory building, it grew into a large institution which, over the years, has provided opportunity for younger and older employes alike to prepare for advancement and for positions of greater responsibility and leadership.

Came the war, and General Motors Institute was converted like other GM facilities. Courses were altered to provide special training on wartime products and methods. Doors were thrown open to uniformed students sent us by the Army and Navy for technical training.

Gifted young men and women, their natural talents whetted by sound instruction, moved out to take important posts in war-busy factories and in the armed forces. Institute-trained instructors spread out to service depots and schools to help keep the mechanisms of a mechanized war fit for the fight.



And the proud thing to General Motors is that G.M.I. has not only contributed to the production of more and better "things" in wartime. It has also produced more and better opportunities — opened up bright and promising careers — prepared American boys for useful and constructive lives.

The world will have great need for these trained and eager young men, when the final peace is signed.

They represent a work of peacetime which proved highly useful to their country in war. They also stand as solid promise that America, with the war behind it, will go forward once more with new vigor and new confidence in its destiny.

GENERAL MOTORS

"VICTORY IS OUR BUSINESS"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • FRIGIDAIRE • GMC TRUCK AND COACH

Every Sunday Afternoon
GENERAL MOTORS SYMPHONY OF THE AIR
NBC Network

KEEP AMERICA STRONG



Buy More War Bonds





"But who are you going to shoot first?" asked Elsie

"ONE SIDE, WOMAN," bellowed Elmer, the bull. "This is man's work! I'll blast the Black Market off the face of the earth."

"It's a problem you can't solve with a shotgun," objected Elsie, the Borden Cow. "You see, a big Black Market is hundreds of little things. It's every housewife who doesn't take the trouble to check the ceiling price of everything she buys. It's all the people who count it a bargain when the butcher gives them a 12-point cut of meat for 8 points. It's the butcher who doesn't play by the rules."

"In that case," decided Elmer, "I'll need more ammunition."

"Facts are the ammunition you need," smiled Elsie. "For it is the people who do the buying who make or break a Black Market. People need to know the facts about our food supply—which foods are scarce and rationed and the ration points on these foods. They also need to know which foods are unrationed, like my



Borden's Homogenized Milk. That's the milk that has cream in every sip. And Vitamin D added too."

"I still think it would be easier to shoot them," grumbled Elmer.

"Nonsense," chuckled Elsie. "It's lots better to try to make people realize that rationing is simply a way to see that everyone gets a fair share of what food there is. If anyone breaks the rules, he robs someone else. For



instance, if you buy Borden's Evaporated Milk without giving up ration points, some baby may have to go without. That would be a pity, for loads of doctors approve this digestible evaporated milk for feeding babies."

"Here we go again," sighed Elmer. "How did we get to talking about Borden?"

"I'm just trying to explain the reasons for rationing by talking about something I know," replied Elsie. "And Borden products make such excellent examples. Take Borden's Fine Cheeses. They are rationed because cheese is needed for the concentrated rations men eat on the front lines. So naturally cheese is scarce at home."

"Well, there's certainly no scarcity of conversation,"

grunted Elmer. "I don't see where anyone can get the energy to talk as much as you do."



"Goodness," laughed Elsie, "scads of folks seem to find plenty of energy in a glass of Borden's Hemo. It's the new way to drink your vitamins and like 'em. What's more it's just about the slickest-tasting, chocolaty food drink that ever trickled down your throat."



"I believe I've heard you mention that before," murmured Elmer drily. "Let's get back to the Black Market. Did I understand you to say that everything will be fine if people will just take care to obey the rationing rules and to pay no more than ceiling prices?"

"Not quite," answered Elsie. "That will help, but we must remember that some unrationed foods are also



scarce at times. There are Borden's Ice Cream and Milk Sherbets, for instance. They're both tasty treats and nutritious dairy foods. So it's easy to be tempted to take more than your share. But we can't do that or there won't be enough to go around."

"It all sounds easy enough," muttered Elmer, and he seemed a little disappointed as he laid his shotgun down.

"It isn't so easy as it sounds," warned Elsie. "It means thinking of the other fellow every time you shop. It means that every American must Conserve, Share, and Play Square With Food!"



© The Borden Company



"It's a pair you always see at the Plaza... a RAINFAIR raincoat and a well-dressed man..."

says charming Miss Jo Wals, check-room girl at New York's imposing Hotel Plaza.

They go together perfectly... a Rainfair and the finest clothes you own. Every Rainfair is an all-purpose topper... soft, smooth-fitting, precisely tailored... that takes you comfortably through wet weather and smartly through fair days as well. You'll find the handsome new Rainfairs at better stores everywhere.

Free booklet... how to make your raincoat last... Our new free booklet gives you detailed instructions, and illustrates the latest Rainfair styles. Write for it... and for the name of your nearest dealer... today!



smart as a topcoat... and ready for rain

Balfair... \$12.50
A casual light-weight coat of fine shower-proofed poplin, in light olive. Trim balma-cann collar, slash pockets and button fly front. Deep yoke and sleeve lining of rayon.

Brighton... \$15.75
Similar model with full lining for extra weather protection.

buy war bonds first

Watch for Rainfair's V-Seal and Zephyr Plastic-Coated Rainwear

RAINFAIR, INC., Racine, Wisconsin

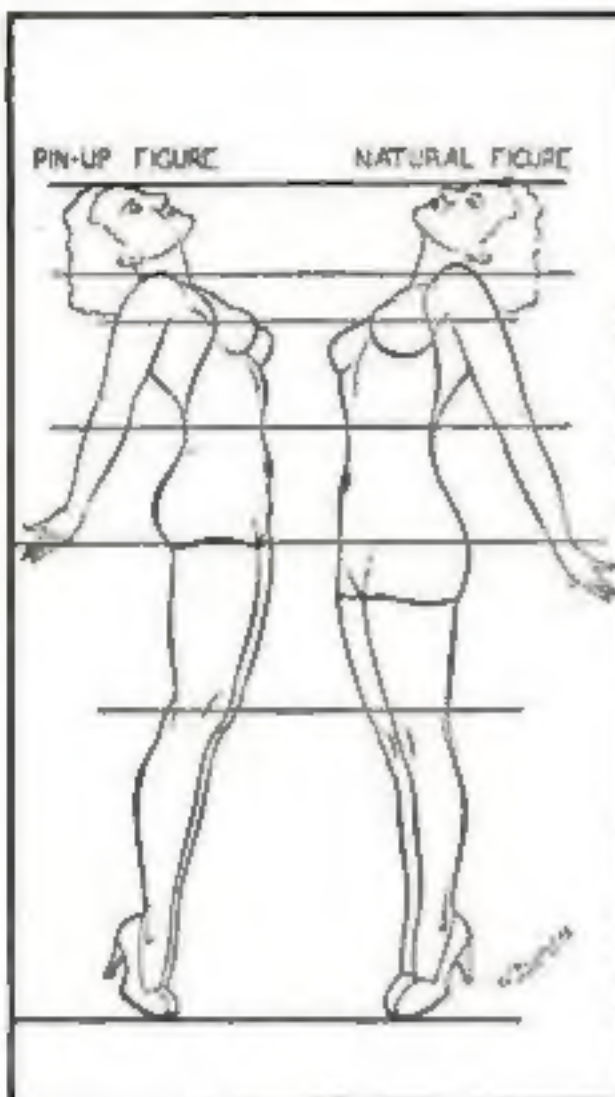
LETTERS TO THE EDITORS

CONTINUED

PIN-UP MYTH

Sirs:

The pin-up girl which LIFE and others have been exhibiting to the troops overseas may seriously warp the U.S. male's idea of what the female figure really looks like. I submit that the pin-up girl does not exist in fact. The sketch herewith indicates the exag-



AIR-BRUSH LICENSE

gerated specifications which are promoted by airbrush painters. The same effect of lengthened thigh and calf is achieved by photographers by shooting from the ankles. I trust the boys on return home will not be disappointed by the real thing.

J. W. BALLINGER

Inman, S. C.

CAMPAIGN SLANDERS

Sirs:

In Samuel Hopkins Adams' very interesting article "Presidential Campaign Slanders" (LIFE, Oct. 2) he refers to the U.S. Grant-Andrew Johnson inauguration affair with "when Grant beat out Johnson in the election."

Grant did not beat Johnson. Johnson was not a candidate. The Democratic convention of 1868 met in New York. For 30 ballots the delegates voted for Pendleton, Johnson, Chase, Hancock, Hendricks and others. On the 21st ballot the chairman of the convention, Horatio Seymour, an ex-Governor of New York, was nominated and Frank Blair was given the vice-presidential nomination. Grant and Colfax beat Seymour and Blair and the people took the worst of it.

Mr. Adams also says that during the last illness of General Jackson's wife she was "cared for by the pretty daughter of an innkeeper, Peggy O'Neill." It is possible and perhaps probable that Rachel Jackson met Peggy O'Neill Timberlake on her visit to Washington with the General in January 1825 but no other meeting is possible. Rachel Jackson died at the Hermitage near Nashville on Dec. 22, 1828 and Peggy O'Neill Timberlake and John Henry Eaton were married in Washington on Jan. 1, 1829. In 1828 a four-horse hitch across the long road from Nashville to Washington did not permit such a timetable.

RAY TIERNEY

Alliance, Neb.

Sirs:

I have read with great interest Samuel Hopkins Adams' story on the scurrilous presidential campaigns of the past.

However, I was somewhat astonished to read the final paragraph in Samuel

HOW I RETIRED ON A LIFE INCOME OF \$150 A MONTH

To men and women who want to retire at 60

"Twenty years ago I made a discovery that changed my life. I believe it will interest you.

"At that time, I was worried about myself and my future. I seemed to be living in a circle. I used to dream of being able to relax and enjoy life, without money worries. I longed for security. Yet it seemed hopeless.

"But that was 20 years ago. Now I have retired on a life income. I have no business worries—my security is guaranteed. Each month the postman hands me a check for \$150 and I know that I will receive another \$150 every month as long as I live.

Here's What Happened

"When I was 40, I discovered the Phoenix Mutual Retirement Income Plan.

"The minute I read about this Plan I realized it was just what I needed. It showed me how to get an income for life beginning in 20 years. It showed me how to get immediate protection for my family in case I did not live until then. It even included a disability income for me if, before age 55, total disability stopped my earning power for six months or more.

"Today, at 60, I have the things I want—lifelong security and freedom to do as I please. I can be sure of comfort and happiness in the years ahead."

This story is typical. Wouldn't you like to make sure of your own future—to find out for yourself how the Phoenix Mutual Plan works? You can, by sending for the free booklet offered below.

What's more, you know that your money is safe. Behind every Phoenix Mutual Retirement Income Plan are the substantial investments which the



company has made throughout America, including Government Bonds and many other investments which directly help our country's war effort.

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Send the coupon and you will receive, by mail and without charge, a booklet which tells how men or women who qualify for Phoenix Mutual Plans can get a life income of \$10 to \$200 a month or more, starting at age 55, 60, 65, or 70. Don't put it off. Send the coupon for your copy now.

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Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN	PLAN FOR MEN
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(continued on p. 8)

Two Exclusive Reasons Why Sunbeam SHAVEMASTER

REG. U. S. PAT. OFF.

*shaves better
and stands
the gaff*

THE
POWERFUL
ELECTRIC
SHAVER

Since war-work replaced Sunbeam Shavemaster production in 1941, we have heard from literally thousands of men, both on the War and Home Fronts, who are using a Sunbeam every day of their lives. Most of them simply write to tell us about the marvelous satisfaction they are getting. Others tell of "doubling up" with lucky friends who own Sunbeam Shavemasters, and how they look forward to owning one of their own later on. The war years have given men an opportunity to compare electric shavers in terms of quick, close shaves and lasting service. Those are the COMPARISONS that are deciding today what America's shaving preference will be tomorrow. The swing is to Sunbeam because of the outstanding service and satisfaction it is delivering both overseas and at home.

1. ONLY Sunbeam SHAVEMASTER CAN USE THIS PATENTED PRINCIPLE

This Hollow Ground, double-edge cutter speeds over-and-back in lightning-fast, half-circle oscillations. It is pressed right against the inner surface of the comb by centrifugal force—gets the whiskers coming and going for quick, close, comfort-shaves.

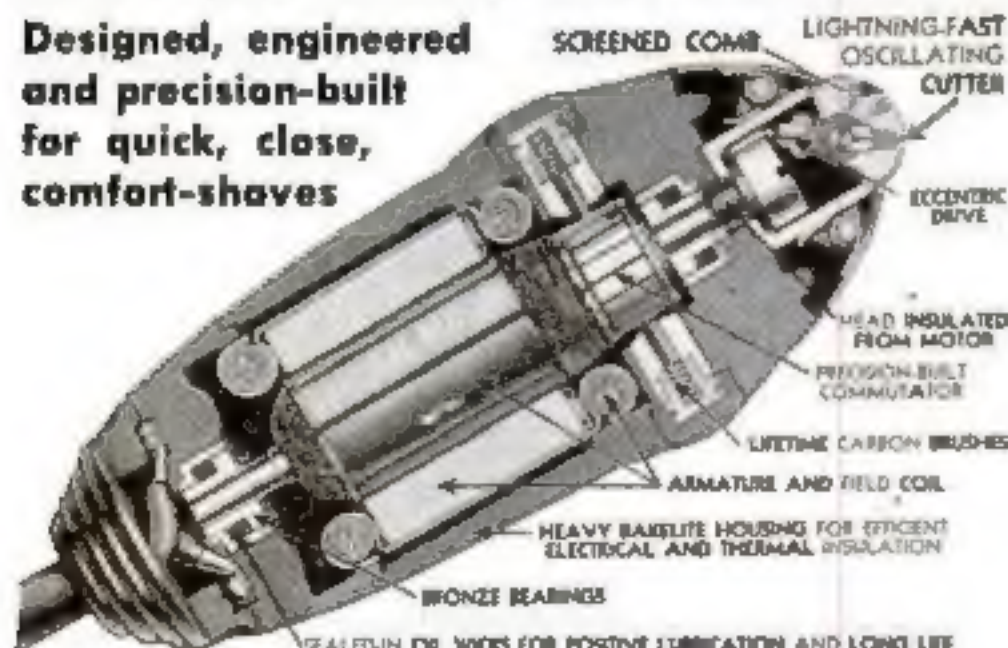
This 3-thousandth inch thin, screened comb picks up the beard the way it grows. The holes are so close together, and there are so many of them, the whiskers enter freely and easily for swift, smooth shaving.

SHAVEMASTER OWNERS—NOTE! This patented construction makes possible a quick, efficient method of self-sharpening. Ask your dealer about the exclusive Sunbeam Compound that sharpens in a jiffy. If he hasn't a supply, send 25c direct to us and we'll ship at once.



2. IT'S THE SHAVER WITH THE POWERFUL UNIVERSAL MOTOR

Designed, engineered and precision-built for quick, close, comfort-shaves



Another big reason why Sunbeam Shavemaster is standing up and delivering the goods is its powerful, brush-type, series-wound motor (Model R). Shavemaster is the electric shaver with a real universal motor that provides dependable POWER for the exclusive, patented head.

SHAVEMASTER OWNERS—NOTE! If you need a new Comb and Cutter Set (New Head) and there isn't a dealer available, send \$1. We'll ship promptly.

Sunbeam Shavemaster will be on sale again as soon as conditions permit. In the meantime, buy a War Bond and save for a shaver.

CHICAGO FLEXIBLE SHAFT COMPANY
3600 West Roosevelt Road, Dept. 53,
Chicago 50, Ill. • Canada Factory:
321 Weston Rd., So., Toronto 9

LETTERS TO THE EDITORS

CONTINUED

Hopkins Adams' story which dismises the present campaign as not involving the same smear tactics.

This committee is attempting to collect representative campaign literature of the 1944 campaign for a study similar to that made in 1940 when Senator Guy Gillette was chairman of the committee.

Obviously our collection at the present time is very incomplete, but I assure you some of the literature already received is as scurrilous as that collected in 1940. We hope that the readers of LIFE will go out of their way to submit examples of campaign literature, particularly of scurrilous campaign literature, to the chairman of the committee, Senator Theodore Francis Green of Rhode Island.

HAROLD H. BUCKLES
Chief Investigator

Special Committee to Investigate
Presidential, Vice Presidential, and
Senatorial Campaign Expenditures,
1944
Washington, D. C.

COVER WIFE

Sirs:

Sgt. Karl H. Thomas of 223 East 87th St., New York City, has his own special pin-up girl. He is pictured studying the photo of his cover-girl wife, the former Ann Scott, who is a professional Powers



COVER GIRL AND FAN

model. Your cover for July 17 was graced by her lovely presence. Thomas is a navigational-aid expert with a 15th AAF B-24 Liberator bomber group operating from an advanced air base in Italy.

ARTHUR L. CAMPA

Italy

TOM CRAIG

Sirs:

The sketches by Tom Craig (LIFE, Oct. 2) on the campaign in Italy interested me greatly.

It was on New Year's Day of this year that I met Tom Craig on a mountain mule trail near the town of Lago, Italy. He had just received a ride with an engineer outfit to that point and was proceeding on foot to the battle line. I accompanied him to our CP and introduced him to our executive officer. Tom enjoyed a K-ration or two and then went to work with his camera and sketching board.

We of the 45th Division Cavalry Reconnaissance Troop developed quite an acquaintance with Craig. We have often wondered if his photos and sketches are in your files and remain unpublished.

May I add that we are included in that vast multitude of GIs who have respect and high regard for men such as your Tom Craig who are not afraid to wade in with us and get their feet wet in this bloody mess. He has and is performing a great service to all of us.

PFC. GARETH W. DUNLEAVY
Fort Devens, Mass.

•Tom Craig is now working for LIFE on a series of paintings on the Italian campaign.—ED.

Embarrassing Adventures of Jittery Joe



ANNOY! "Good grief!" cries Susie, "this guy's a major menace! What ails him—coffee nerves or chiggers?" Neither, Susie. The plain fact is—his old-style underwear gives him the jitters. It creeps up on him. It bunches and binds. It tickles and tortures his tummy. But he'll learn...



ANNOY! Joe's sighted Healthknit's "comfort-wear." He'll soon be at ease in KUT-UPS—the amazing Healthknit shirt with the exclusive vent feature. It stays tucked in! And MACDEES—the Healthknit bottoms famous for Cantilever Support—will give him a gentle yet firm lift. NO CREEP, NO BUNCH, NO BIND!



O BOY! Joe's lost his jitters and made the grade! Undercover reason is his new Healthknit underwear. His KUT-UPS shirt never wrinkles—keeps its place. And MACDEES give him extra support that conserves his energy. The soft, fine-combed yarns guard him against chills and colds, protect suit and shirt against perspiration, too.

TIP FOR YOU:
Change to
Healthknit
Underwear

Kut-Ups
Give comfort
from the waist up



MACDEES
Give comfort, and
support, from the
waist down. Choice
of ankle, knee and
mid-lengths.

Healthknit
TRADE MARK REG. U. S. PAT. OFFICE
UNDERWEAR

At Haberdashers and Department Stores
Standard Knitting Mills, Inc., Knoxville 3, Tenn.

(continued on p. 10)



IT SEEMS there was a sailor who couldn't explain "Ethyl" to Ethel. She wouldn't believe that Ethyl was strictly official business for him—the name of the aviation gasoline he has been ferrying overseas.

Maybe this will square him. Ethyl is the anti-knock fluid used to step up every gallon of fighting gasoline shipped out of the U.S.A. According to the last official statement we heard, something like sixteen million gallons of aviation gasoline a day are being improved with Ethyl.

That is a lot of Ethyl—and the big reason why Ethel and the other folks back home often can't get Ethyl for their cars. Government agencies placed limits on the quantity and quality of gasoline for civilian use to make sure that military demands would be met in full.

Considering who is using most of the Ethyl these days, mighty few people would want it any other way.

ETHYL CORPORATION
Chrysler Building New York, N. Y.



ETHYL
is a trade mark name

Gives beauty tip to his 'Million Dollar' Models on shampooing hair



JOHN ROBERT POWERS' first advice to his stunning Powers Models is the importance of lustrous, silken-sheen hair. He recommends they use only Kreml Shampoo.

10 Minute 'Glamour-Bath' Leaves Hair Looking Its Dazzling Best For Days



There's something about a Powers Model! Something that makes a man's heart skip a beat in admiration—something that makes other girls frankly envious. And one of the greatest beauty assets a Powers Model has is her enchantingly lovely, silken-sheen hair.

Brings Out Natural Luster

Powers Models are advised to use *only* Kreml Shampoo to wash their hair. Kreml Shampoo not only thoroughly cleanses hair and scalp of dirt and loose dandruff but it leaves hair so much silkier, softer—gleaming with *natural* brilliant highlights that last and flatter for days.



For Little Sister, too!

Kreml Shampoo contains no harsh caustics or chemicals. Its beneficial oil base helps keep hair from becoming dry or brittle. This makes it excellent for shampooing children's hair. So always 'glamour-bathe' your children's hair with Kreml Shampoo. You'll be delighted with results!

Buy the large size—let your whole family enjoy the benefits of:

Kreml SHAMPOO

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



LETTERS TO THE EDITORS CONTINUED

PEABODY MOBILES

Sirs:

I should like to point out that Alexander Calder (LIFE, Oct. 2) is not alone in the field of mobile sculpture. We have in the Rio Grande valley our own mobilist.

Up to now Omar Peabody has not received Calder's publicity, but those of the inner circle who have seen his work have said many things. In business life Omar operates a processing plant for removing the tough outer husk from grapefruit, but he is happiest in his shop with his mobiles. Sometimes his wife is hard put to it to make a meal for lack of utensils. But she merely smiles and says "It is his life," as she stirs the soup with a stick.

His studio is a maze now of mobile statuary, from ceiling height to all sizes in-between. A few days ago he was two



KITCHEN MOBILIST

hours late reaching the plant. "I had 'em all going at once," he said, frowning some of the rents in his clothing. "I come close to not getting out of there."

His friends have asked me to preserve some of his art in photographs. They feel, as I do, that when a man gets tangled up with mobiles almost anything can happen.

HARRY PEDERSON

McAllen, Texas

BETSY ROSS MYTH

Sirs:

Too bad that in repudiating the Betsy Ross myth (LIFE, Oct. 2) you gave further currency to another no less specious. There is no remote reason for supposing that the five-pointed star in our flag "comes from the Washington family crest." This tale (debunked in my book *The Flag of the United States* was first popularized in this country by an English romancer at the time of the Philadelphia Centennial Exposition of 1876. The present arrangement of the stars in the union was not standardized until after the Civil War.

In the Flag Act of April 4, 1818, which is still in force, the arrangement of the stars was deliberately left to the discretion of future individual flagmakers. In the beginning the number of points in the stars varied from five to eight; eventually custom settled upon the five-pointed star (still wholly unprescribed by any regulation), but for more than half a century after 1777 the regimental flags of the U. S. Army exhibited six-pointed stars about as often as five.

M. M. QUATRE

Detroit, Mich.

CORRECTION

Sirs:

My attention has been called to your Sept. 11 issue. On page 94, upper left-hand corner, my picture appeared above the caption that I was handing out P.A.C. leaflets at the main gate of the Goodyear Rubber Plant, Inglewood, Calif. I was passing out the National Platform of the Socialist Labor Party of America.

HERBERT STEINER

San Francisco, Calif.



The Women of China say: 香艷

香艷

in modern China means "Elegant"...

...a word which China's

discriminating women have long applied to

Kayser fashions—because Kayser is the "One

Brand Name that's a Grand Name the World

Over in fabric gloves, lingerie, hosiery and

underthings."

KAYSER

BE WHITE—BUY KAYSER... BUT BUY MORE WAR BONDS FIRST

Spur

5¢

THE COLA DRINK

WITH CANADA DRY QUALITY



© 1944 The Studebaker Corporation

"Seabee" Balaban and his father helped build many a Studebaker in peacetime

And they're comrades in craftsmanship still



Studebaker's Joe Balaban has another son and a daughter in the Navy—Like thousands of Studebaker automotive veterans, Joe Balaban is doing his share for the war effort in one of Studebaker's aircraft engine plants. Other Studebaker automotive employees are busy building big multiple-drive Studebaker military trucks and "Weasel" personnel and cargo carriers.

**KEEP ON BUYING WAR BONDS AND
KEEP ALL THE BONDS YOU BUY!**

THE whole nation is justly proud of the accomplishments of our Navy's Seabees, the fighting construction battalions on whose banners is blazoned: "We do the difficult immediately—the impossible takes a little longer."

One fine example of the resourceful Seabees at their best is First Class Seaman Milan Balaban of South Bend, Indiana. He learned his way around with tools as an apprentice millwright in the Studebaker automotive plants—working close by his father who has been a Studebaker employee for more than 26 years.

Today, Joe Balaban, the father, is putting his skill and experience to good account in the Studebaker Aviation Division—from which tens upon tens of thousands of Studebaker-built Wright Cyclone engines for the

famous Boeing Flying Fortress have been steadily streaming forth.

It's largely because of the painstaking craftsmanship in peacetime, of numerous Studebaker father-and-son teams like the Balabans, that wartime America is getting such dependable performance from Studebaker Champion, Commander and President passenger cars and Studebaker trucks and commercial cars.

Awarded To All  Studebaker Plants

STUDEBAKER

Now building Wright Cyclone engines for the Boeing Flying Fortress—multiple-drive military trucks—and the Army's new M-29 Weasels



The South needs Ships . . . for tomorrow

We Americans like to think of ourselves as an economically self-sufficient nation. But trade figures—and wars—prove otherwise.

Take the South, for example. In normal peacetime years, 51% of its leading money crop—cotton—is shipped overseas. So is 33% of its tobacco, and a substantial portion of its fruits, textiles and industrial products. You can readily see what ships mean to this important section of our country.

And the same holds true for America as a whole. 31% of our national output of lubricants, 21% of our agricultural machinery is normally shipped abroad. On the other side of the ledger we must import 100% of our tin and other vital metals, natural rubber, coffee. This gives you a hint of America's dependence on ships.

Yet, following World War I, we allowed our Merchant Marine to dwindle away to a poor fourth

among world powers. As late as 1937, we had only enough ships to carry one-third of our peacetime trade—far too few to fight a global war.

That's what the Axis gambled on—a gamble they nearly made good. Only the foresight of the men who drafted our Merchant Marine Act of 1936 saved us from being caught flat-footed when war came. The ships built and being built under this act were the margin that kept us going until launchings approached, then went far ahead of sinkings . . . to turn the tide of war away from our shores.

Today, America is the world's greatest maritime power. Therein lies a powerful weapon to speed final Victory. But let us not forget that here, too, is strength we need to safeguard lasting peace . . . and a means to provide more postwar jobs for more Americans by expanding our foreign trade. This time, let's keep our Merchant Marine.

Westinghouse is proud to be a partner in building America's new Merchant Marine. Westinghouse turbine drives power the new Victory ships. You'll find Westinghouse electrical and steam equipment on every type of ship on war duty.

Yes, as leading suppliers to the Marine Industry, we are directly interested in its future. But beyond this, we consider it the responsibility of every manufacturer, of every citizen, to see that America builds and keeps the finest, swiftest and most efficient Merchant Marine in the world. J-90340



Westinghouse
PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

WESTINGHOUSE PRESENTS—JOHN CHARLES THOMAS, SEN. 23% EWT, NBC—TED MALONE, MON. WED. FRI. 10:15 P. M., EWT BLUE NETWORK

This time—let's keep our Merchant Marine

SEND FOR FREE COPY OF THIS FULL-COLOR EDUCATIONAL MAP

It charts the world wide trade routes which our Merchant Marine must serve, locates natural resources by countries, includes interesting facts about our foreign trade. Write to Westinghouse Electric & Manufacturing Co., Dept. 1-NB, P. O. Box 868, Pittsburgh 30, Pennsylvania.

WINDBREAKER
REGISTERED TRADE MARK
JOHN RISSMAN & SON

LOOK FOR THIS LABEL

BUY WAR BONDS

4 to 10 12 to 20 36 to 46

SUPER-WARM JACKETS
GABARDINE OR POPLIN OUTER FABRICS
VARIOUS FINE WOOL LININGS
SOLD EVERYWHERE
JOHN RISSMAN & SON - MAKERS - CHICAGO

Don't carry a LOAD on your head

NO... you wouldn't carry a load of groceries on your head, but... are you loading your mind with a clutter of daily details? If you are, you should read the new booklet, "How to Remember by Forgetting", that dramatizes the Robinson Reminder System with cartoons and a sizzling story. It's FREE... write today to Dept. L 7 Perforated Coupons—each memo separate—Tear out when attended to, \$1 to \$10 at stationery, department and leather stores.

THE MEMORY SYSTEM THAT NEVER FORGETS

ROBINSON REMINDERS
WESTFIELD, MASS.

LIFE

Published by TIME Incorporated
EDITOR-IN-CHIEF: Henry R. Luce
PRESIDENT: Roy E. Larsen
EDITORIAL DIRECTOR: John Shaw Billings

LIFE'S COVER
Alexei Krylov is a member of the U. S. S. R. Academy of Sciences whose great but little-known members are shown on pages 14-16. Krylov was elected to the Academy in 1910 when it was the Russian Academy. He is a mechanical engineer. But this title does not suggest the breadth of his intellectual enterprise. He has made contributions to mathematics, naval architecture, to the magnetic and gyrocompass and has translated Newton's *Principia Mathematica* into Russian.

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"...Just how do you land a Marine?"

Janet: Listen, blonde and beautiful, I've got my eye on a Marine that I could go for... but he acts as if I didn't exist! I wish I knew how to nab him, Elsie.

Elsie: Use strategy, Janet! Leathernecks might halt for a pretty face—but they go "all out" for *charm*! You could have charm galore—but—

Janet: But *underarm* odor! Why, Elsie, I bathe every day!

Elsie: A daily bath only removes *past* perspiration. After every bath, I use Mum.

Janet: Tonight's a special date with my Marine—so thank goodness I learned about Mum. Now after my bath, I've Mum to protect *future* charm.

LET'S QUIT NOW, BEAUTIFUL MY HEART WANTS TO TALK TO YOU!

(TO HERSELF) HE THINKS I'M SIMPLY SUPER—THANKS TO MUM!

MUM

TAKES THE ODOR OUT OF PERSPIRATION

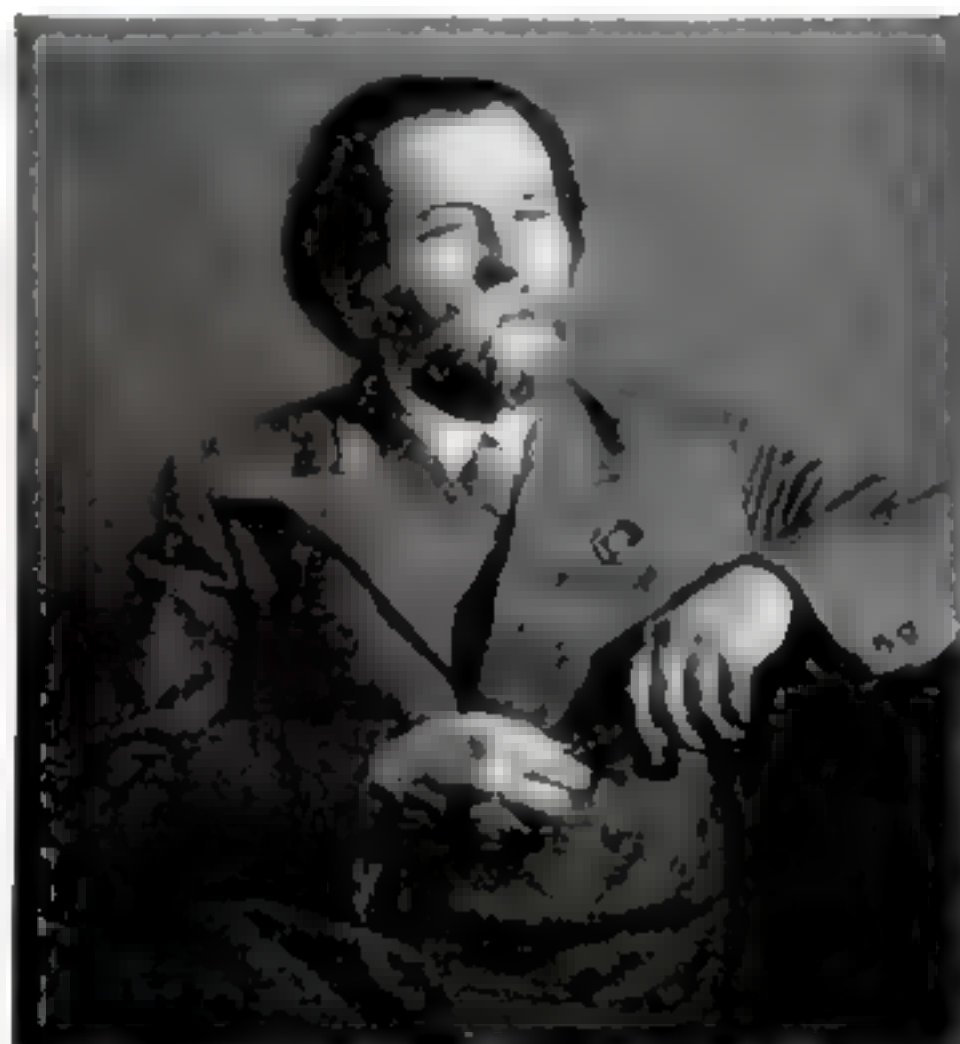
Product of Bristol-Myers

Thousands of popular girls prefer Mum because:
It's quick—Just half a minute with dependable Mum prevents risk of underarm odor for a whole day or evening.
It's safe—Gentle Mum won't irritate skin. Dependable Mum won't injure your clothes, says the American Institute of Laundering.
It's sure—Mum works instantly! Keeps you bath-fresh for hours. Get Mum today!

For Sanitary Napkins—Mum is so gentle, safe and dependable that thousands of women use it this way, too.

SPEAKING OF PICTURES . . .

. . . PORTRAITS INTRODUCE GREAT SOVIET SCIENTISTS



Parasitologist Konstantin Scriabin is authority on helminthic diseases of man and animals. Helminths are worms and flukes. In man they cause hookworm and trichinosis.



Plant Biologist Nikola Tsitsin has started an agricultural revolution by crossbreeding remotely related plants to produce radically new plant types. One is perennial wheat.



Physiologist Alexander Bogomoletz created sensation with his ACS (antitreticular-cytotoxic serum) which speeds healing of wounds, has potential uses in promoting longevity.



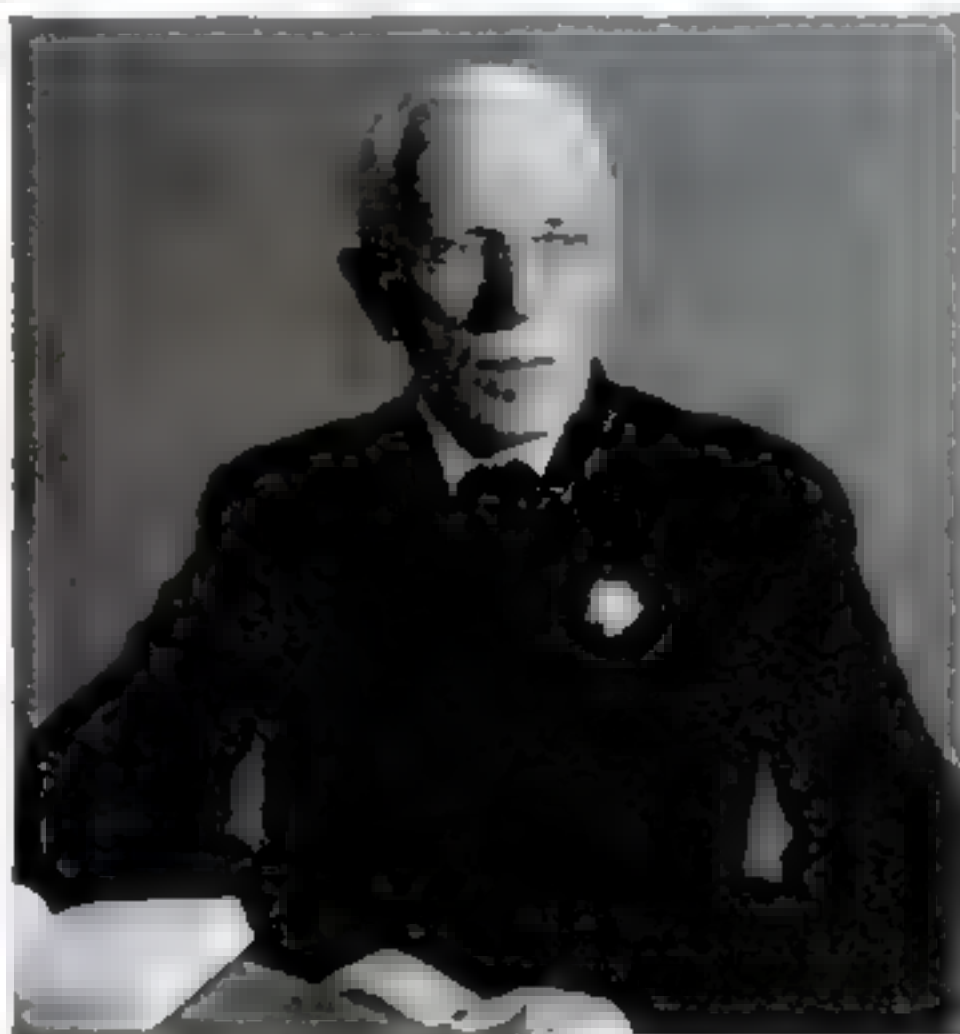
Plant Biologist Trofim Lysenko has bred high-yield strains of grain and cotton, has helped push the Soviet wheat-growing boundary northward by developing fast-growing wheats.



Physicist Peter Kapitza has produced world's strongest magnetic field and lowest temperatures in study of electrical properties of matter. He was first to liquefy helium.



Geochemist Vladimir Vernadsky is completing a scientific masterwork on biosphere—thin layer of earth crust and atmosphere that supports life and makes our planet unique.



Engineer Alexander Skochinsky set up standards for safety and production in coal mines. He shaped program for subterranean generation and extraction of gas from coal beds.



Mathematician Andrei Kolmogorov is a leader of younger generation of Soviet scientists. A pioneer in pure mathematics, he deals with basic theory of numbers, probability.



Chemist Alexander Porai-Koshitz did research on organic chemistry, particularly in field of synthetic coal-tar dyes. He helped set up Soviet aniline dye and chemical plants.

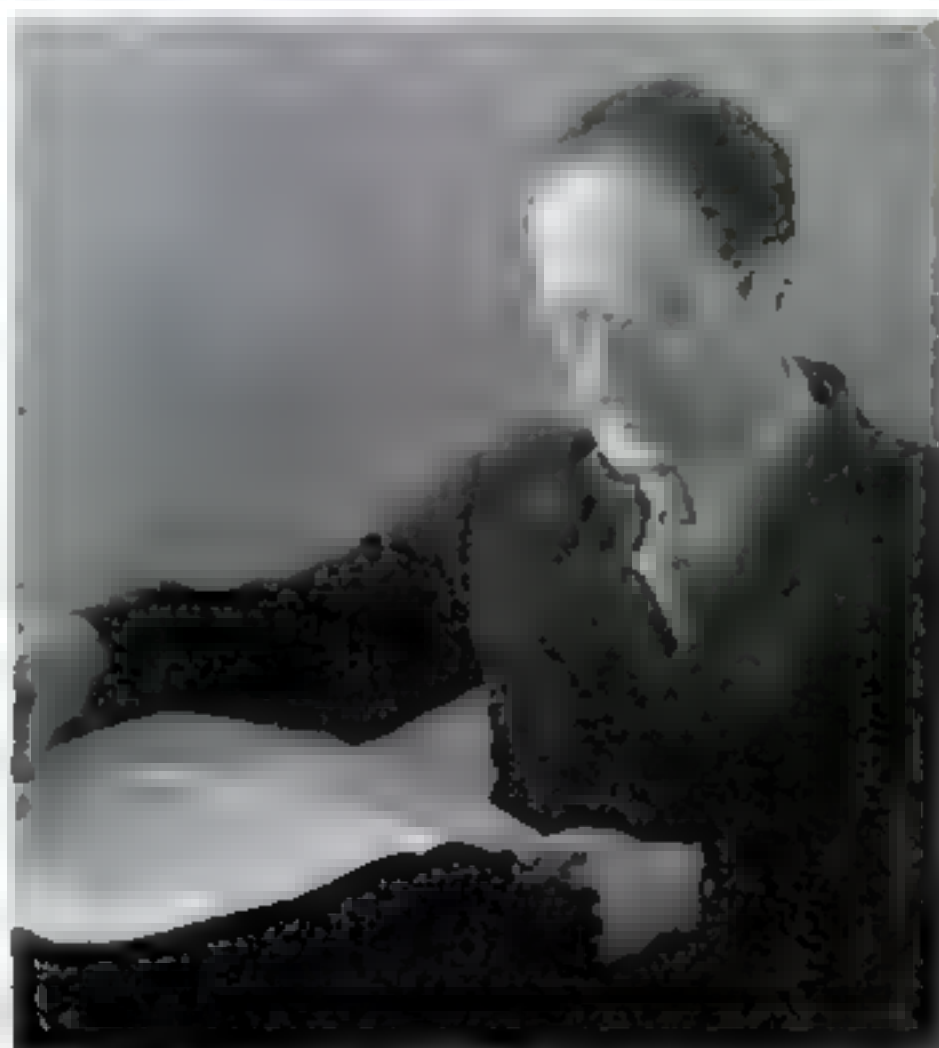
This portrait gallery introduces to the U. S. public some of the world's great contemporary scientists. These men are members of the U. S. S. R. Academy of Sciences. They have the professorial look that distinguishes the academicians of all nations. There is, however, very little that is academic about them. They are technological revolutionists, teamed up in a massive undertaking to discover natural laws and harness them to exploitation of the riches of their vast nation.

Reports from the U. S. S. R. of progress in atom smashing, of experiments in pro-

longation of life, of successful breeding of perennial wheat have excited scientists all over the world. In the U. S. S. R. constant collaboration between scientist and engineer has put new scientific discoveries quickly to work in Soviet factories, mines, farms. Working in reverse, this collaboration has opened up radical and significant lines of research in pure science. Perhaps the Academy's greatest use is that it brings together into a single group the nation's creative scientists, engineers and social scientists—economists, historians, psychologists, legal scholars.



Geologist Vladimir Obruchev is a great Siberian explorer and has produced firsthand treatises on Siberian resources. He is also the author of popular science works for juveniles.



Physicist Alexander Frumkin has done pioneer research in electrical forces on molecular surfaces and their function in capillary attractions and chemical compounding.



Pathologist Alexei Speransky has produced a radically original theory on relation of nervous system to all pathological conditions. He is now working on problem of tuberculosis.



Geochemist Alexander Fersman is a leading pioneer in his science which combines chemistry and geology. He helped prospect Soviet resources, direct a subatomic research center.



Astronomer Gregory Shain directs Pulkovo observatory at Leningrad. His research deals with evolution of the structure of galaxies and with absorption of light in outer space.



Chemist Nikolai Semyonov is the pioneer in scientific realm of physical chemistry. He linked physics and chemistry in his studies of combustion and chain reactions in chemistry.



Atom-smasher Abram Joffe built first Soviet cyclotron to smash uranium atom. Work in molecular physics suggests possibility of producing such things as transparent steel.



Chemist Dmitri Prinshtnikov has done creative research in chemistry of plant biology and engineering in field of agrochemistry, application of chemical technique to farming.



Metallurgist Ivan Bardin is credited as a builder of Urals-Kuznets iron and steel works, the first big trans-Urals steel plant. He is a member of several U. S. engineering societies.

She's a Bombshell From Brooklyn!

YOU'RE NOT FOOLING, SMOKY! THE WAY THAT GAL BLASTED YOU OUT OF FORMATION WAS SURE SOMETHING TO SEE!

YEAH, AND ALL BECAUSE I WAS GUNNING FOR A KISS!

WELL, DAMES BLOW UP EASY WHEN A GUY'S GOT BAD BREATH, SMOKY! BETTER CHECK IN AT YOUR DENTIST'S, PAL - AND FIND OUT THE SCORE!

TO COMBAT BAD BREATH I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!

COLGATE'S ACTIVE PENETRATING FOAM GETS INTO HIDDEN CREVICES BETWEEN TEETH - HELPS CLEAN OUT DECAYING FOOD PARTICLES - STOP STAGNANT SALIVA ODORS - REMOVE THE CAUSE OF MUCH BAD BREATH

EVERYTHING UNDER CONTROL PINKY IN LEADING THE BOMBHELL HERSELF!

HI SMOKY! WHAT'S THE WORD?

COLGATE'S SURE DOES A JOB OF CLEANING AND POLISHING TEETH TOO!

COLGATE
RIBBON DENTAL CREAM

IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

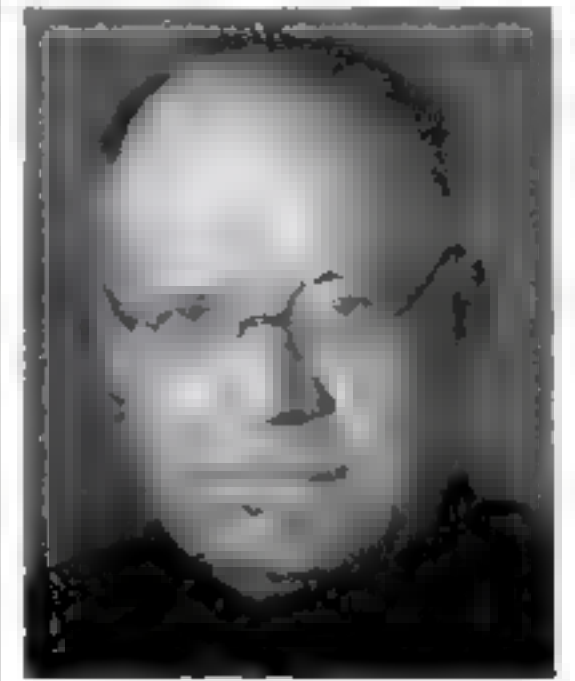
Tune In! CAN YOU TOP THIS? Saturday Night—NBC Network

SPEAKING OF PICTURES

(continued)



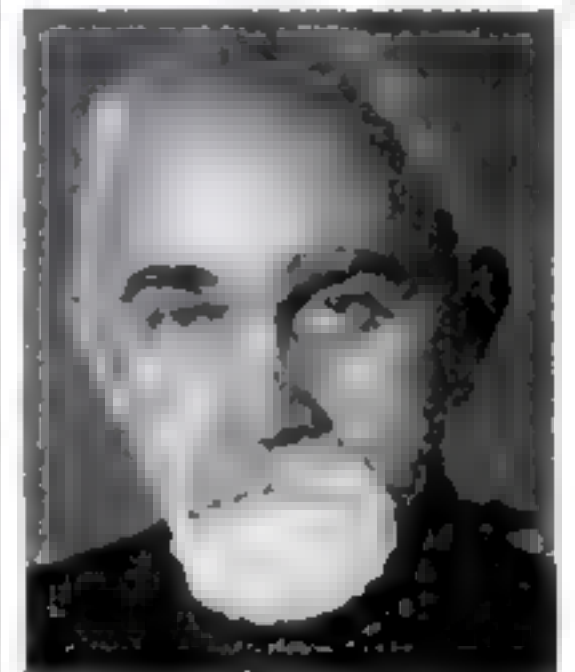
Botanist Vladimir Komarov, president of Academy of Sciences, is an authority on flora of Far East



Surgeon-general of Red Army is Nikolai Burdenko, famed as one of world's great brain surgeons.



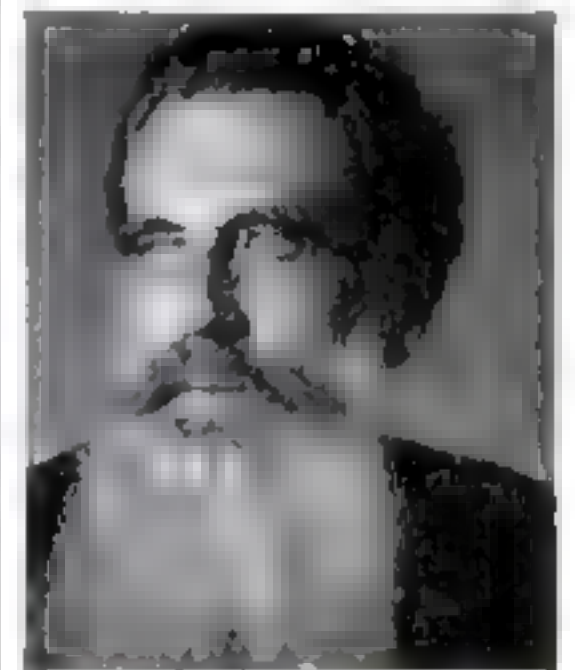
Physiologist Leon Orbeli wrote treatises on pain, kidney function and the central nervous system.



Parasitologist Eugene Pavlovsky is authority on insect and animal toxins and insect-borne diseases.



Chemist Alexei Favorsky, did basic research in organic chemistry, developed synthetic rubbers.



Explorer Otto Schmidt headed the Arctic Institute, has directed pioneering of Soviet Arctic regions.



Election to Academy, crowning honor of career in science, is by secret ballot. Ballot (lower right) is here held in the fingers of Chemist Puri-Koshitz.

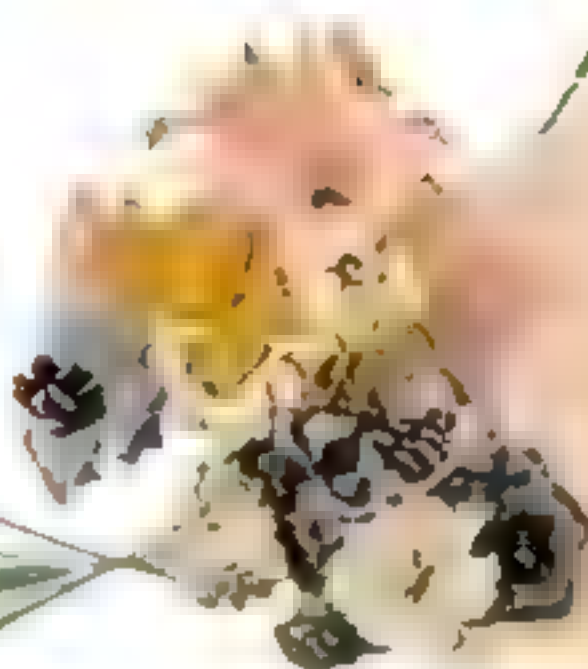
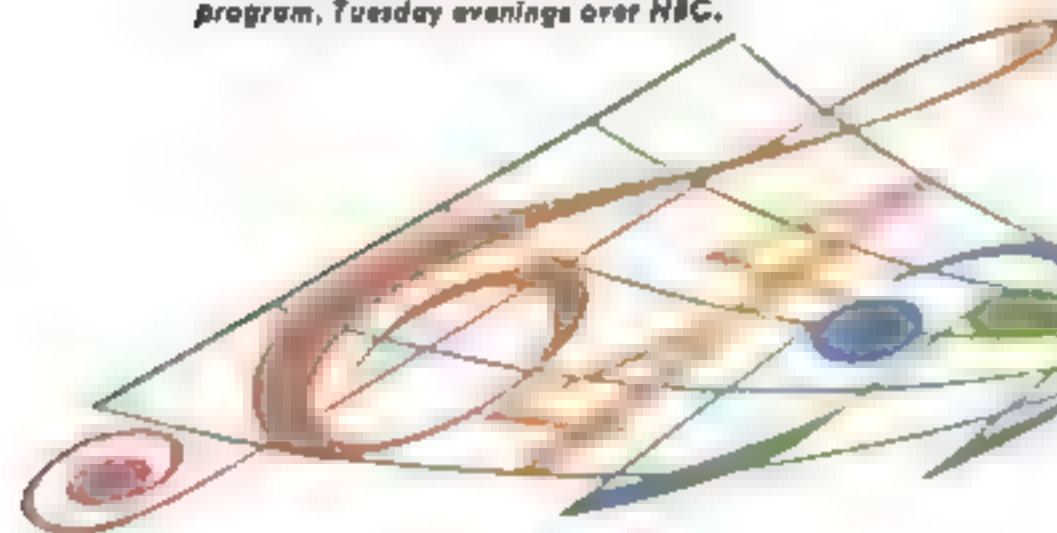
Radio in "black and white." Something is missing. This is the way conventional radio sounds.



Radio in "natural color." All the notes are reproduced in all their depth and beauty. This is the way FM radio sounds.



Ginny Simms, Metro-Goldwyn-Mayer star, appears on the Philip Morris program, Tuesday evenings over NBC.



She's different, she's the real Ginny Simms—on an FM "NATURAL COLOR" radio

The first time you hear a General Electric FM radio, you'll say it isn't so and can't be so!

Every single note comes in so clear and true, and there is such an absence of fading and static, that even the voice of a famous star like Ginny Simms seems lovelier than ever before!

That's because FM brings you the great radio entertainers as they *really* sound in the studio!

FM (Frequency Modulation) is an *entirely new kind of radio*. It does what conventional radio has never been able to do—reproduces tones and overtones in glorious "natural color." Until now you

could hear, at best, only one-third of the total tones and overtones.

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Sunday Afternoon on the Farm painted by Rudolf Wellerby

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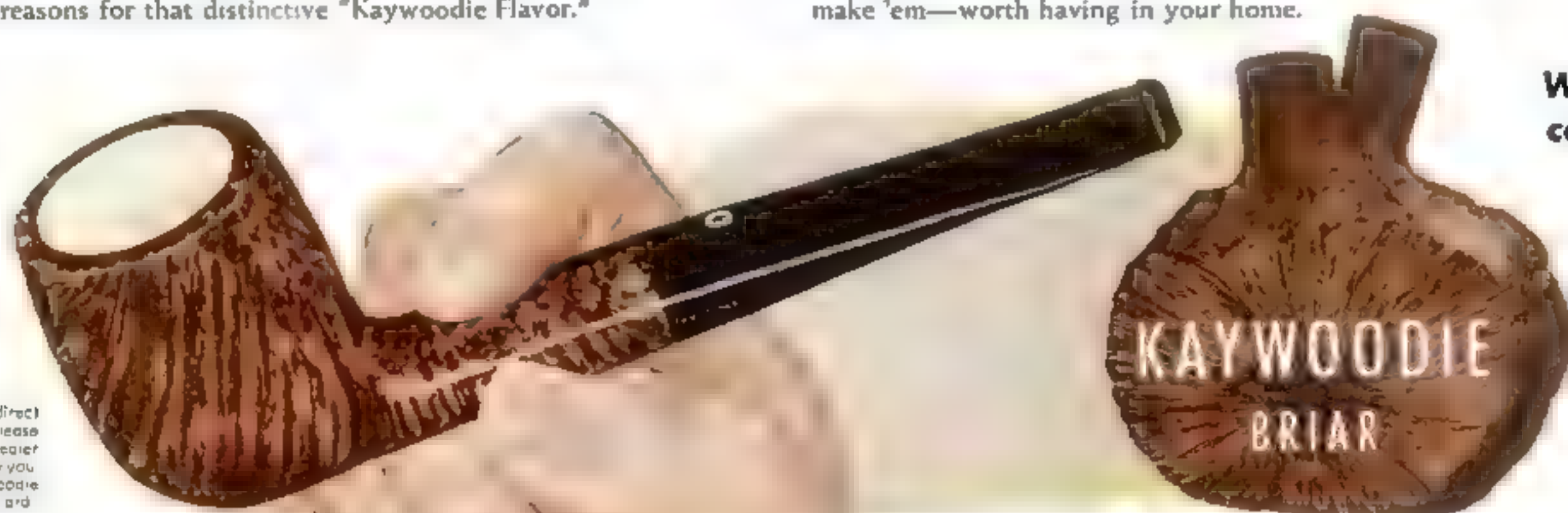
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LIFE'S PICTURES

Dmitri Kessel took the magnificent Colorado River pictures in this week's photographic essay. Kessel made his difficult photographic trip by foot, auto, pack train, boat and plane. Here he stands beside Pilot Robert H. Woodward of Denver, Colorado, (left), who flew Kessel through the hazardous Grand Canyon while he took the pictures on pages 72-84. Photographer Kessel is now with the Allied troops that are invading Greece.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE U. S. NAVY GETS ITS FIRST LOOK IN NEARLY THREE YEARS AT HILLS OF LUZON ON THE HORIZON, AS DIVE BOMBERS TAKE OFF FOR FIRST CARRIER SWEEP AGAINST MANILA

WAR COMES BACK TO THE PHILIPPINES

The war in the Pacific began a new cycle last month. Big moves were coming at shorter intervals: even before the islands of Palau and Morotai were completely taken from the Japanese, U. S. forces were striking far beyond them. Between Oct. 11 and 14 the Fast Carrier Task Force of the U. S. Third Fleet and China-based B-29s gave the big Japanese island of Formosa a stupefying bombardment. Two days previously U. S. carriers, probably part of the force which was later to attack Formosa, had attacked the Ryukyu Islands, only 300 miles south of Japan. But the most important carrier raids were made in the Philippines where it seemed the next big battle with Japanese ground forces would be fought. Last month LIFE's J. R. Eyerman photographed the first carrier

attack upon Manila, which is shown on these pages.

Manila was only one of many air blows against the Philippines. In August Army planes flying from the north shore of New Guinea had already begun to work over airfields on Mindanao, southernmost of the islands. The first haymaker against Mindanao by carrier planes was swung on Sept. 8. Three days later the carriers bored in to attack the central Philippines. Finally on Sept. 21, carrier planes struck at Manila, bombing airfields and harbors where the Japanese had bombed Americans in 1941 and 1942. After Manila the carriers kept hitting hard in the Philippines, with strikes on Sept. 23 and Oct. 12. The cost to the Japanese was awesome. In 35 days they had lost the backbone of their Philippine air and na-

val strength: 894 planes destroyed, 157 ships sunk. By the attacks on Formosa the Navy and the B-29s were neutralizing the base from which the Japanese could best replace their losses.

When the invasion of the Philippines finally came, there would be an entirely new kind of war in the Pacific. With the U. S. in possession of airfields and fleet bases in the islands, a war of blockade would begin against Japan. Japan's supply lines to her stolen empire in the East Indies, already stramed by U. S. submarine attacks, would be cleanly cut. Japanese troops would be isolated. Japan would lose her biggest supplies of oil and rubber. The war in the Pacific was at last reaching a stage where the killing body blows against Japan could be begun in real earnest.



During run for Manila, a destroyer (foreground) comes up astern of an Essex-class carrier. Destroyers are used as messengers when Admiral Mitscher's Fast Task Force is en route.



Prayer services are held in forecastle before strike. Chairs have been set up among anchor chains and canvas backdrop rigged to muffle wind and water. Other prayers were broadcast through ship.

FIRST STRIKE AT MANILA

Men in the task force followed the battle from a distance while their planes surprised Japanese

With the fleet that struck at Manila on Sept. 21 was Time and LIFE Correspondent William Gray. From a carrier he watched planes take off and return. Here is his report:

As a morning squall cleared, our carrier's first strike—Hellcat fighters, long-bellied Avenger torpedo planes, big-tailed "Beasts" (as they call SB2C dive bombers out here)—thrummed off our flight deck, rendezvoused near by with planes from other carriers and headed west. Aboard the task force's ships, thousands of Americans who couldn't fly settled down to await the news of battle from Manila.

A chief radioman in the flag plot told us that Radio Manila was still broadcasting. So far the Japs hadn't detected us. I went down the ladder to the radio central to hear Radio Manila which, close as we were, came in poorly because of storm static. Through the crackling we recognized Richard Crooks singing part

of *Manon*. After our planes headed west, Radio Manila was broadcasting light symphonic selections. Soon the whole ship was demanding Radio Manila. A communications officer rearranged some brightly colored plugs on a panel and cut everybody in. The chief grinned and said, "It won't be long now," but at 0842 we were hearing a lilting waltz. At 0845 an English speaking announcer identified the station as PIAM, "Voice of the Philippine Republic, broadcasting from Manila," and announced "a regular feature at this time"—setting-up exercises. The ship's loudspeaker advised all hands to listen just before 0900. At that hour Radio Manila announced "Music for your morning mood." Fifteen minutes later, while Manila was broadcasting a vocal, *Butcher Boy for Me*, our ship's loudspeaker announced: "Our planes are now over the target. They have reported a lot of shipping in the bay."

We had received an inventory of ships observed in

Hellcat zooms over deck after returning from a Manila strafing mission. After making bad landing approach, plane received a wave-off signal from paddles of landing signal officer.



Hellcat noses over on deck after landing with tail hook out of order. At the upper right another fighter which was about to land pulls up to wait until the damaged plane is towed out of the way.





On morning of Manila strike fighters wait on carrier's rain-swept deck while admirals decide if the weather is good enough to attack. Planes finally took off, found the weather clear over Luzon.



Filipino mess boys eagerly come out on deck as the planes take off for Luzon. Later they actually saw the Philippine coast on the horizon when the task force lured in even closer.

Manila harbor, and been told that the weather was clear at Cavite and Nichols Field before Radio Manila at 0932 frantically cried in English, "Attention listeners, attention listeners! This is an air-raid warning. Lost no time telling your neighbors!" and repeated it in even more frantic-sounding Japanese.

There was some disappointment that there were no warships except a couple of destroyers in Manila Bay. Otherwise the hunting was excellent. Our planes radioed back that 10 large cargo ships or tankers lay inside the breakwater, 15 outside. Soon after 1000 we heard that convoys were attempting to run north from the Balayan and Subic Bay areas.

Fighting Squadron Two's executive officer, Lieut. Commander Leroy "Tex" Harris, who led our group's first strike, set his back Helicat down on the flight deck. Back in the ready room he said, "We spent half our ammunition strafing, then got jumped by a bunch

of Tonys, had a hell of a dogfight. Those Tonys don't burn, just smoke and fall away." He had shot down one and one probable. Fighting Two collected a total of six Jap planes on the first strike at Manila. Harris said he had seen one of the greatest explosions ever, between Nichols and Nielson Fields, which he thought was an ammunition dump. Other pilots compared Manila to Alameda on San Francisco Bay. "It was a strafers' dream—covered with luggers," Harris said. "There was one Yangtze River boat, a barge with a two-story house on top and a big red meatball painted on the roof, scurrying around trying to get away. We let him alone this time." One fighter pilot who landed with Harris' flight taxied up before the island shaking his head in embarrassment. He had landed on the wrong carrier. As we talked, two other fighter pilots came in arguing bitterly about which of them had shot down one Jap fighter. "I sure as hell got him," one

said. "Listen," said the other, "I drilled him right square in the prat."

Late this afternoon in the bomber ready room after the day's last strike I talked with cigar-smoking Lieut. (j.g.) Ralph Scheurer of Stockton, Calif., who is 24, and Lieut. (j.g.) Dave Stear, of Punxsutawney, Pa., who is 23. They had just returned from sinking a big Jap destroyer. They put their thousand pounders amidships. Then a bomber from another carrier glide-bombed its bow off. The destroyer made three tight circles and disappeared. "There was nothing there but a big bubble," Scheurer said.

Our intelligence officer tonight told the ship's company over the loudspeaker system, "Today we believe was the most destructive day on Jap shipping in the entire war." The ship's chaplain gave thanks in his 2100 prayer for "our privilege to strike this first blow for the liberation of the Philippine Islands."

Captain's cook presents cake to Commander Bill Dean (see page 1) in the fighter ready room after strike. Dean was commander of carrier's Fighting Squadron Two, which shot down six planes.



New score in Japanese planes and ships is stenciled on side of carrier island after Manila raid. In addition to wrecked ground installations, Japanese lost 11 ships and 205 planes.





COMMANDER J. D. ARNOLD LED FIGHTING TWO'S GROUP

War Comes Back to the Philippines (continued)

NAVY'S "FIGHTING TWO" ADDED TO GREATNESS AT MANILA

Many of the veteran Navy pilots who took part in the first Manila raid flew their first combat missions in the Gilbert Islands less than a year ago. But in the months since Tarawa some terrific records have been compiled by Navy fliers. The hottest fighter squadron in the Pacific right now is "Fighting Two." From Makin to Manila, Fighting Two shot down 261 Japanese planes at a loss of only three pilots, destroyed approximately 200 more on the ground, battered or sunk some 50,000 tons of shipping, collected 117 major

decorations. Among the squadron's 50-odd pilots, 28 have shot down at least five Japanese planes. Twenty-six of these aces are shown here.

When Fighting Two left Quonset Point, R.I. last year a Wave ensign named Marie Thompson, up to see her boyfriend off, kissed all 36 of the original pilots goodbye. If Ensign Thompson is still willing, she will have a chance to kiss Fighting Squadron Two again. This month the 32 members who have survived a year of tough, dangerous war are coming home on leave.



Lieut. Landis Doner, named "Blood," has eight Japs, two DFCs, Air Medal.



Lieut. Roy Yorls, an undertaker, got six Jap planes, was operations officer.



Lieut. Arthur Van Haren Jr. downed nine, holds two DFCs, Air Medal.



Lieut. Lloyd Barnard has eight, five in one day over Volcano Islands.



Ensign Ross Robinson, handsomest man in squadron, shot down five.



Lieut. Richard Griffin has shot down eight, holds two DFCs, Air Medals.



Ensign Leroy Robinson, only 20, has five to his credit, four in one day.



Lieut. (j. g.) Earling Zaesko, called "Zeak," shot down five, holds DFC.



Ensign Kenneth Lake, "The Kid," has six, one a four-engined bomber.



Lieut. (j. g.) C. H. Carroll has six, DFC, Air Medals, Purple Heart.



Lieut. (j. g.) John Wolf has downed seven, holds DFC, four Air Medals.



Lieut. (j. g.) John Banks, squadron crooner, got eight Japs, two DFCs.



Lieut. (j. g.) Clyde Spittler, ex-form boy, has a total of five Jap planes.



Lieut. (j. g.) Eugene D. Redmond, a policeman's son, has nine planes.



Lieut. (j. g.) F. T. Gabriel, nicknamed "Supermouse," has eight.



Lieut. (j. g.) E. C. Hargreaves, minister's son, downed eight in 10 days.



Lieut. (j. g.) Merriwell Vineyard, with RCAF in Malta, has six.



Lieut. (j. g.) Byron M. Johnson, who would like to be a writer, has eight.



Ensign Richard Blaydes, "Razor," has five, DFC, three Air Medals.



Lieut. (j. g.) W. A. Skon, "Butch" O'Hare's last wingman, has seven.



Lieut. William Blair, squadron photographic officer, has a total of five.



Lieut. (j. g.) Daniel Carmichael Jr., a Princeton athlete, has eight Japs.



Lieut. Commander Leroy Harris, executive officer, shot down 12 planes.



Lieut. (j. g.) Myrvin Noble downed seven, has DFC, two Air Medals.



Ensign Wilbur Webb, who came up from ranks, got seventh at Manila.



Commander Bill Dean, the squadron leader and ranking ace of Fighting Two, has destroyed 11 Japanese planes at the time of the Manila strike, may have higher score now. Quiet, handsome,

black-haired, Dean was appointed to Annapolis by John Nance Garner in 1930. Bomb-shaped markings on the side of his Hellcat at the right are for fighter-bomber and strafing sweeps.



IN FLAG OFFICER'S WARDROOM ON BOARD A CARRIER, THIRD FLEET'S ADMIRAL HALSEY (FAR RIGHT) SITS DOWN TO AN EARLY THANKSGIVING DINNER WITH MEMBERS OF HIS STAFF

MEN WHO RUN THE NAVY'S OFFENSIVE AGAINST JAPAN WORK & LIVE INFORMALLY

The man who picked the day when the Navy would move into Philippines was Admiral William F. Halsey, aggressive commander of the U. S. Third Fleet. Halsey's "field" commander was Vice Admiral Marc A. Mitscher, who directed Fast Carrier Task Force in battering attacks on Luzon and the southern islands. In Marianas last June, Mitscher commanded approximately the same ships, then called Task Force 58, as a part of Admiral Raymond A. Spruance's Fifth

Fleet. Task Force 58 decisively broke the Japanese naval and air strength in the Marianas. Now Mitscher is doing the same thing in the Philippines.

Even in enemy waters, Halsey and Mitscher live easygoing lives on their flagships. In the picture above, Halsey and his staff are shown at an early Thanksgiving dinner. Reason it was so early: The Admiral was leaving the ship and wanted to make sure that neither admiral would eat his private Thanksgiving turkey.

HALSEY AND STAFF IN WARDROOM. FLAG ON WALL IS FOR HALSEY'S FULL-ADMIRAL RANK. STANDING JUST AT RIGHT OF FLAG IS FORMER GOV. STASSEN, HALSEY'S FLAG SECRETARY





Vice Admiral Marc Mitscher, wrinkled and taciturn, is commander of Fast Carrier Task Force which struck at the Philippines. At sea Mitscher spends the day in a chair on the flag bridge, facing aft. When asked why he rides backward, he says: "Only a damned fool would ride with

his face in the wind." Mitscher commanded the carrier *Hornet* when it carried Lieut. General Jimmy Doolittle's B-25s into Japanese waters. Mitscher won his wings at Pensacola Naval Air Station in 1915. In peacetime his favorite diversions are fishing and pitching horseshoes.

SMITH AND WILLKIE

BETWEEN THEM, THEY MIGHT HAVE MADE THE IDEAL PRESIDENT

America has lost two of her great men, two great lovers of democracy, whose lives made democracy stronger and made America a better nation.

In a narrow sense, Al Smith and Wendell Willkie were both failures. Each lost the big fight of his life, the fight for the Presidency. But each was great because of the reasons he wanted the Presidency and the way he fought for it.

This is a strange yet strangely dramatic autumn for their deaths. Smith was 70, his bitterness mellowed; Willkie only 52, but heartbroken. They stood for something that is missing from this 1944 political campaign. Smith in his day stood for the common man, not because he was a politician but because he was a common man. Willkie was vain, but his vanity was a missionary's; he gave himself lavishly to the cause of freedom and there were clear limits to the terms on which he wanted office.

Both men, moreover, were lifelong foes of bigotry. And bigotry is at large in this campaign. On both sides it is becoming the kind of campaign that neither Smith nor Willkie could have waged. A remembrance of these great men now will help us all to keep our heads.

The Professional

Al Smith was a professional. Politics was his profession. The New York East Side where he grew up was a raucous, gaslit laboratory of human relations. Tammany Hall was the most successful experiment in the laboratory. Its politics was real; it took the form of turkeys at Christmas, knowing the cop and helping people in trouble. The lesson of the laboratory was compromise or, as the scientists say, the organism's adjustment to environment.

As he rose in Albany through the Assembly and the Constitutional Convention to the governorship of New York State, Al Smith broadened the applications of this lesson and raised its quality. Unschooled, he had natural wisdom and grasp of facts. Elihu Root said that of all the men who helped rewrite New York's constitution in 1915, the best informed was Al Smith. He was elected governor four times. Long before Roosevelt and Lehman, Al Smith and Bob Wagner made New York famous for its advanced social legislation: workmen's compensation, ballot reform, wages-and-hours laws. His political philosophy was not complicated; he knew the poor and he believed that government should be the servant of all the people.

Walter Lippmann called Al Smith "the foremost master in our time of the art of popular government." He bridged the chasm between the government and the people by making government real and interesting. Speaking always from notes on an envelope, never writing a speech, he campaigned on the record and made it glow. He won votes because he knew his business. When Al Smith explained it, it became everybody's business.

At first, aristocrats like Sam Seabury op-

posed him as "the best representative of the worst element in the Democratic Party." But by 1928 the Brown Derby, in highbrow circles, stood for honest as well as realistic government. A group of Harvard professors declared: "We support Governor Smith, above all, because of his power to reverse the present trend toward political apathy and arouse in the citizens of the U.S. an active, intelligent interest and participation in their government."

The decade in which he grew famous was a decade of great material progress, but morally it was the Era of Wonderful Nonsense. Al Smith was for sense and morality. He wanted to "lead the nation back from normalcy to honesty." He steered New York safely through the Red Scare of 1920, vetoing several bills that would have curtailed civil rights. But later, from the South and West, arose an uglier wave of hypocrisy and intolerance. Al Smith fought that wave, too. In 1928 on the maturing "raddio," millions of Americans heard a New York accent for the first time. He was beaten because he was a Wet and a Catholic. Afterwards he told a friend, "There's no chance for a Catholic to be President. Not in my lifetime or in yours."

But that was not the final lesson of Al Smith's fight. Just as 1928 made it easier to get rid of Prohibition in 1933, so it is probable that thinking Americans, ever since 1928, have censored their prejudices a little more conscientiously, have been a little more critical of synthetic and pretentious oratory, have been a little more willing to "take a look at the record." If American voters are ever completely tolerant and rational, Al Smith will share the glory.

The Amateur

Wendell Willkie was an amateur, a political amateur to the end. In the Tammany sense, he was never really in politics at all. He stepped straight from a utility tycoon's office in lower Manhattan to the 1940 Republican nomination for President and for the rest of his short life he remained an influence on the opinions rather than on the lives of men. Like an Indiana hne storm, he arose overnight to fill briefly the most aching political vacuum of our time. It was the same vacuum Henry Wallace tried, and failed this year to fill for the Democrats: call it the need for a new political faith, or moral sense of direction.

Perhaps Willkie failed because he had not been schooled to the profession like Al Smith. Yet Willkie came closer to his goal than Al and his ultimate contribution to America may be reckoned even higher. For he came at a more critical time and with a more tremendous message: the message of human freedom.

Nobody who ever saw him can forget the force of that message and the way his glistening talk, his vitality, his great bruin frame all carried it. The message was first directed against the New Deal. In the souring political atmosphere of 1939 he was like a breath of fresh air: a businessman who was not

ashamed of his profession, who had a clear and progressive set of beliefs and who did not consult a public-relations expert before uttering them. He wrote an electric declaration, "We the People": "We say to you, give up this vested interest that you have in depression, open your eyes to the future, help us to build a New World." His victory in the Philadelphia convention in 1940 gave millions a sense of release; it was proof that anything can happen, that America is not a racket, that courage and honesty and freedom are still great forces in the world.

He made 1940 the most emotionally rich campaign in a generation. But it was after his feat, as Roosevelt's "loyal opposition," that he served his country best. Freedom was then an international issue; he was for it and he gave it a voice. When he opposed Roosevelt's foreign policy, it was from in front, not from behind. He said, "It sickens me to think of America in terms of defense." In Britain, in Russia, in China he brought American encouragement to freedom's friends. *One World* was read throughout the European underground. It was read in America, too. The Republicans at Mackinac began to modernize their concepts of foreign policy. "A very distinct step in the right direction," said Willkie.

He went on fighting. Quixotically, he gambled his cause in Wisconsin, the longest odds he could find. He became a sort of self-appointed castigator of his party, champion of minorities and umpire of the campaign. Was he no longer interested in beating Roosevelt? He replied, "My main objective is to make the Republican Party worthy of removing Roosevelt from office."

His funeral (*see opposite page*) was three days and five blocks from Al Smith's. To the church came America's leaders of every political stripe: Eleanor Roosevelt and Thomas Dewey, Herbert Hoover and David Dubinsky, James A. Farley and Senator Ball. Outside tens of thousands of people jammed the streets. There were tears on faces Wendell Willkie had never seen. Said a taxi driver, "I sure would like to look at that man again."

What is Greatness?

Yet somehow Willkie never quite succeeded in bringing his ideas into sharp enough focus to win at the polls. And Al Smith, too, in his later years, became politically disembodied, a remote anti-Roosevelt voice from the top of the Empire State building.

The ideal president would draw characteristics from both Al Smith and Wendell Willkie. He would be both a servant and a leader of the people. No would-be president can or should be above politics, even "machine" politics, for their essence is the compromise by which men live. But a great president must also feed the people's best aspirations. Like Willkie, he must ask them to lift up their eyes unto the hills. Sometimes the people respond and sometimes they do not. Whether they respond or not, to keep the vision unremittingly before them is the final task of greatness.



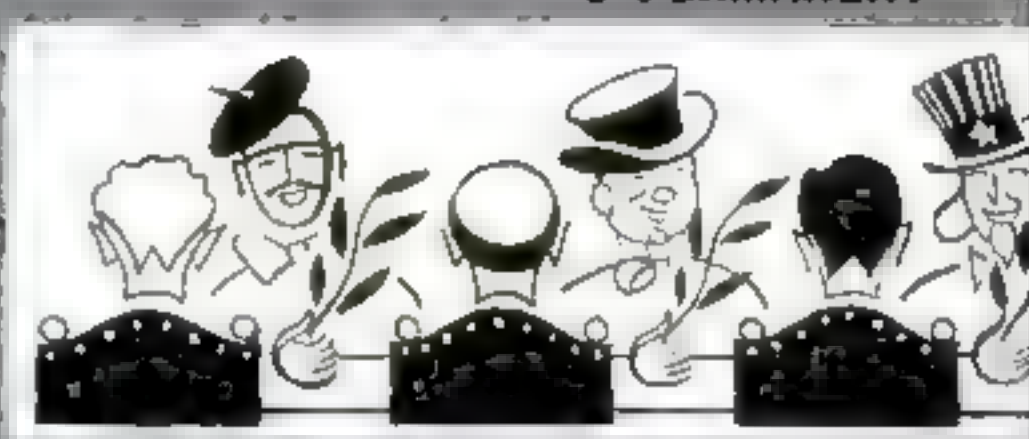
While flags fly at half-mast, a crowd lines up outside New York's Fifth Avenue Presbyterian Church to view Wendell Willkie's body, lying in state

INTERNATIONAL COURT OF JUSTICE



SECURITY

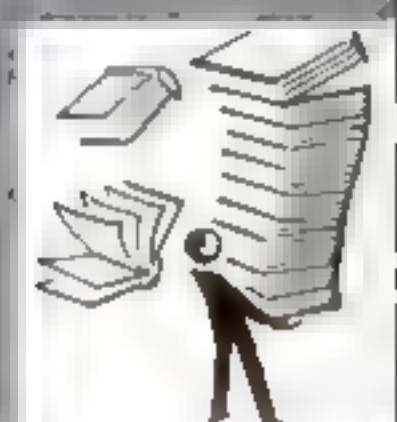
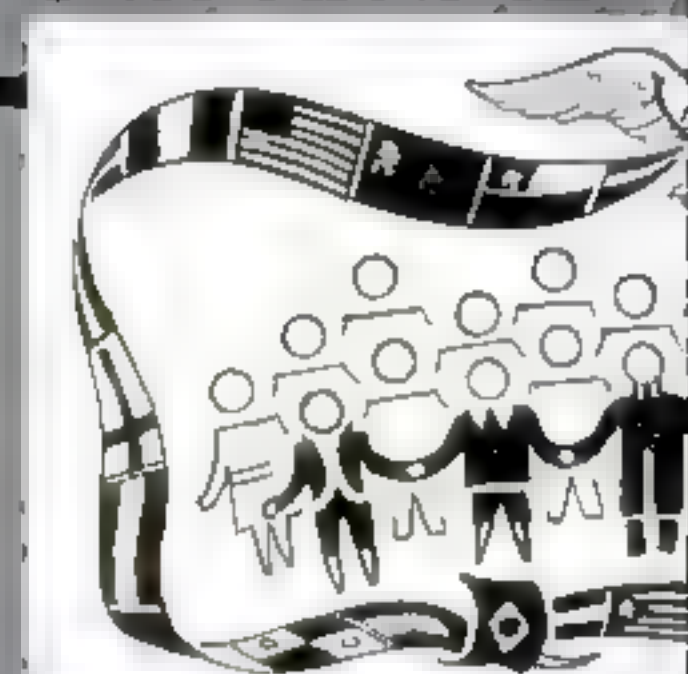
5 PERMANENT



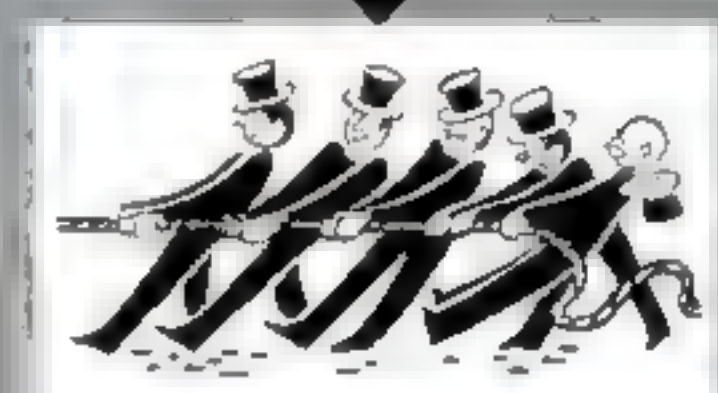
6 NONPERMANENT



GENERAL



CONSIDERS

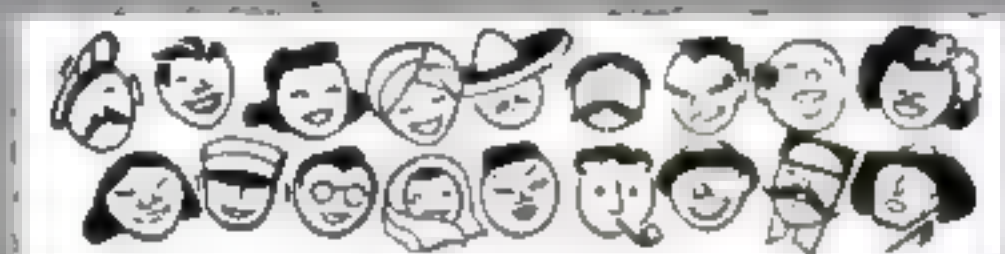


COORDINATES POLICIES
OF INTERNATIONAL AGENCIES



INITIATES POLITICAL,
ECONOMIC & SOCIAL STUDIES

ECONOMIC & SOCIAL COUNCIL



DISCUSSES PRINCIPLES
OF COOPERATION



DECIDES ON SANCTIONS
AGAINST AGGRESSORS



INVESTIGATES
THREATS TO PEACE



FOSTERS PEACEFUL
SETTLEMENT

THE UNITED NATIONS

At Dumbarton Oaks, Big Four agree
on "tentative proposals" for new
international peace organization

Three days ago mankind once again got a look down the hopeful avenue of world cooperation to secure peace. At the conclusion of the Dumbarton Oaks conference in Washington the Big Four powers of Soviet Russia, Great Britain, the U. S. and China announced agreement on "tentative proposals" for a new international organization. It was to be called "The United Nations" and was designed to maintain peace and security. Some details of the new organization were still missing. These may be supplied and the whole setup reviewed at some future meeting of Stalin, Churchill, Roosevelt and Chiang K'ai-shek. Then the organization will have to be approved by the present United Nations in formal conference, finally accepted by each government "in accordance with their constitutional processes."

The general outlines of the new "League of Nations" are shown on the above chart. If accepted as now set up, the organization will be simple to work. Almost all its power will lie in the hands of an 11 nation Security Council, dominated by five "permanent members," the U. S., Russia, Great Britain, China and "in due course" France. In addition to these five, there will be six "nonpermanent members." They will be elected by the General Assembly, in which "all peace-loving states" will have representation. There will also be an International Court of Justice and a Secretariat.

The chart shows the proposed responsibilities of the Security Council and the General Assembly. The Assembly's functions will be mostly advisory. The real authority has been given to the council. It will be

COUNCIL

MEMBERS



MEMBERS

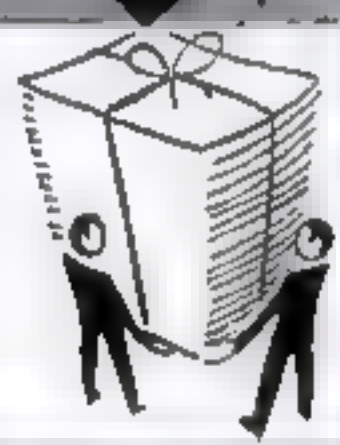
SECRETARIAT



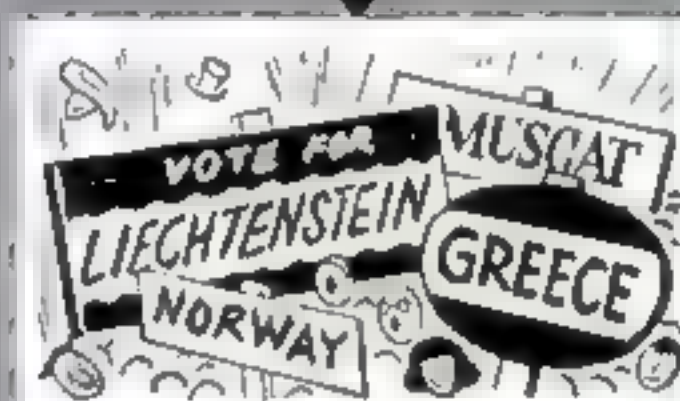
ASSEMBLY



REPORTS



DETERMINES MEMBERSHIP

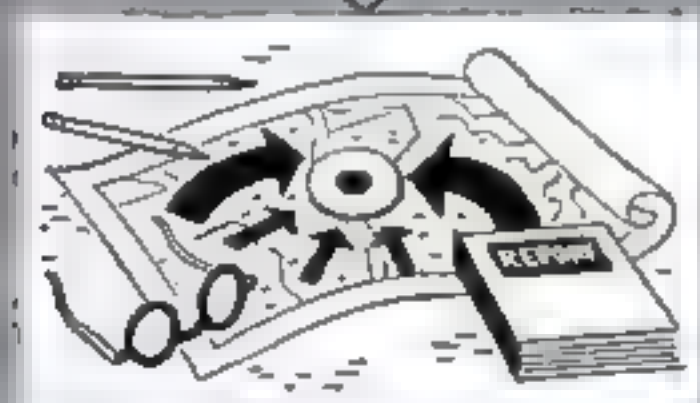


ELECTS NONPERMANENT
MEMBERS OF SECURITY
COUNCIL



SETS BUDGET

MILITARY STAFF COMMITTEE



ADVISES ON MILITARY
REQUIREMENTS



ADVISES ON REGULATION
OF ARMAMENTS



DIRECTS USE OF FORCE

concerned with keeping the peace by putting down aggression. It will decide when a case of aggression exists and whether force shall be used to stop the aggressor. To carry out such military operations as may be necessary, the council will have its own military staff and will have at its disposal army, navy and air forces supplied on call by members of The United Nations.

After studying these tentative proposals 10 days ago experts pointed out that there remained two big problems. The first was the question of voting procedure in the Security Council. In the case of aggression by a nation not a permanent member of the council, the Big Four were in agreement that any one of the permanent members would have the right to veto the use of force by casting its single vote against it. In the

case of aggression by one of the permanent members themselves, however, China, the U. S. and Great Britain contended that the accused state should not have the right to vote and veto, i.e., to sit in judgment on itself. Russia disagreed, insisting that any permanent member have the right to veto any decision of the council, even when that permanent member itself is involved in dispute.

The second problem concerned the U. S. alone, but upon its successful solution depended the fate of the organization. The question was: How much responsibility and authority would the U. S. be willing to give its representative in the Security Council? Would he have to get permission each time from Congress before he could approve the use of economic sanctions or

force against aggression? How much of its war-making power would Congress be willing to surrender?

The most hopeful sign, as far as the U. S. was concerned, was that so far this most important of all issues had been kept on a nonpartisan level by both presidential candidates. Governor Dewey said that the results of the Dumbarton Oaks conference were "... a fine beginning in a momentous task. I am very happy. . . ." Said President Roosevelt, "This time we have been determined to . . . so organize the peace-loving nations . . . that no other would-be aggressor or conqueror shall even get started." Both leaders had thus approved what had been agreed upon at Dumbarton Oaks. Future differences would arise only out of matters which were left unsettled by the conference.



Frank Sinatra plays Franklin Roosevelt "young people's" convention at a P. A. C. Convention in New York.



Orson Welles, also at P. A. C. Convention, eulogizes Willkie, denouncing Willkie had repudiated his own own supporting Roosevelt.



Harold Ickes, also at P. A. C. Convention, eulogizes Willkie, denouncing Willkie had repudiated his own own supporting Roosevelt.

POLITICAL POTPOURRI

Broadway and Hollywood contribute skits and slapstick to enliven Democratic campaign

Since the New Deal's solid days, Tin-Pan-Alley has been most is slapping the Democrats as "Tammany Hall." Broadway and Hollywood have been lately expected most of their political criticism of Franklin D. Roosevelt. Last week a number of critics across the land, practitioners of the entertaining arts, pulled out the stops for their candidate.

In New York, Frank Sinatra told guests at a Political Action Committee convention that he spoke for the youth of America "who are looking the right way, and the right way is the Roosevelt way." In Boston a musical review called for F. D. R. "Let's get it right" and in Chicago opened a four-week tour in blaze of dramatics paid



"Patterson Boys" are ridiculed in F. D. R. Bandwagon. "The grand Fascist Axis Controls our Reflexes."



"Little Republico" is hosted by Bernie Hersh. "A nanily-pamly gadget which can do no wrong—guaranteed to balance budget."



"Ballot Box Boogie" is beat out by the ensemble. Sample lyrics: "Put on your coat. Get out and vote. Let's do the Ballot."



to a Trojan Horse in the Middle of the War." Dewey's Trojan Horse, he said, contained Col. McCormick, Gerald Smith, etc.



Walter Huston introduces "Mr. Wintergreen" (Groucho Marx), who does parody on opinion polls, calling his "The Barber Poll."



Danny Kaye, Phil Silvers, Gene Kelly open Hollywood Democrats' show with "How Do You Do, Finks."

city. Its producer, a New York art dealer, had arranged for different political groups to sponsor the show in various cities it played. The sponsor in Boston turned out to be the Massachusetts Communist Political Association, a fact which led Republicans to brand the revue a "conspiracy to influence an American election by agents of a foreign government." Boston clubwomen fought unsuccessfully to prohibit the performance and picketed the doors opening night.

Across the continent movie stars did their stuff at a "Hollywood is for F.D.R." Democratic Club dinner. Guest speaker was Harold Ickes who a week earlier had outraged Westbrook Pegler by proposing him as a "natural" for Secretary of Labor

in any Dewey cabinet. Hearst Columnist Pegler wrote two bristling articles in which he called Ickes a "chiseler," "penny-ante moocher" and "cheap sponger." Proclaiming he could lick Ickes in any test of invective, Pegler declared, "Ickes is my man."

While this political slapstick was being enacted up and down the land, a still, small voice was heard advocating the election of Thomas E. Dewey as President. *The Christian Century*, a Protestant periodical, declared: "From the very beginning Mr. Roosevelt has used deception as a major political stratagem, until today he has lost the moral confidence of the nation. . . . The nation, as we have said before, desperately needs at this juncture a President whose yes is yes and whose nay is nay."



Box Boogie in the key of Franklin D. If you're alive, you'll dig this jive. Hitel your wagon to a star, and the star is F. D. R."



Will Geer, impersonating Westbrook Pegler in *Bandwagon*, gives his impression of columnist in the throes of frenetic composition.



Impersonating Herbert Hoover, Will Geer tucks in his chin, clasps his hands over his tummy and looks dour.



IN CHICAGO SIWASH ACTS CALM AT THE MOMENT—TOUGH FOR ANY GIRL BROUGHT HOME BY A MARINE—WHEN SHE MEETS THE FAMILY OF CPL. FRANCIS FAGAN, HER MASTER

SIWASH COMES HOME

Famous Marine duck, veteran of three big Pacific battles, is given hero's welcome in Chicago

Siwash the duck, beer-drinking mascot of the 2nd Marine Division, arrived in U. S. last week and was greeted as a hero in Chicago. Siwash came to her new home, trailing brave legends that have ranked her with other great feathered heroes, like the geese which cackled to save Rome and the pigeon that saved the "Lost Battalion" in World War I. Won by the marines in a New Zealand raffle, Siwash has taken part in three major engagements—Tarawa, Saipan, Tinian. At Tarawa she made the ship-to-beach-head trip under her own power. When she landed she immediately engaged a Jap rooster, routed him

after severe battle. For this action Siwash received a citation which stated that, though severely pecked on head, she "refused medical aid" until all wounded members of her gun section had been cared for.

Chicago took Siwash to its heart. A luncheon party was given in her honor. She was scheduled to give two radio broadcasts. At one bar, Siwash was pined with warm beer, which she loves, and got royally drunk. But most of the rest of the time, she acted like a lady. The fact that Siwash was a lady was not known to the marines until the embarkation for Tinian when, to everybody's surprise, she laid an egg.

*Summer's goodness
and health*

...treasured for winter's
enjoyment and nourishment

*Thanks, Boys
and Girls*

To the many high school
students who pitched in to
help pick and pack the 1944
food crop, all America joins
in saying "Thanks."

Look for the Red and White label

SUMMER'S BRIGHT SUNSHINE works miracles in tomatoes! It brings them to a glowing, perfect red-ripeness, packs them with fine flavor, and loads them with nature's valuable vitamins. That's why nutrition experts say, "Tomatoes for health."

And it's tomatoes like these, the world's finest, specially grown from special seed, that are used for Campbell's Tomato Soup. It's tomatoes like these that make you say to yourself, when you taste Campbell's Tomato Soup—"This is mighty good." Yes, this soup's so good it has become America's favorite. For each spoonful brims with the taste of these fine tomatoes, perfectly blended and deftly seasoned to lure any appetite. Enjoy it often!

Campbell's TOMATO SOUP



"Try 'em! Birds Eye Baked Beans are Wonderful!"

says Dinah Shore

1. "GOOD NEWS! Your Birds Eye dealer has lots of those new-and-wonderful Birds Eye Baked Beans—right now," says Dinah Shore. "There's NO SHORTAGE here! And these baked beans are the *very same* flavor—some, old fashioned baked beans, cooked with pork n' molasses, that made . . .



2. ". . . New England famous! With this important difference! As soon as Birds Eye Baked Beans come out of their ovens, smoking and sending up that rich, mouth-watering aroma, they're *Quick-Frozen*—almost instantly! At the *very peak* of their good, old-fashioned flavor. All that superb aroma . . .



3. ". . . plus that rich and tempting deliciousness you've always liked best, is *sealed in*—held for you! No wonder this latest addition to the famous Birds Eye family is *already* one of the most popular! So do this: go, **TODAY**, to your Birds Eye store! Buy a box of these luscious . . .



4. ". . . baked beans! And make them the **MAIN DISH**, as most families do! Lady, you'll love 'em! Like all Birds Eye Foods, they're **GUARANTEED** 'best you ever tasted,' or **MONEY BACK**. Don't delay—try Birds Eye Baked Beans *today*! It will start you on a brand-new Birds Eye Food!"



love Your Birds Eye grocer now has Birds Eye Baked Beans. But under today's wartime conditions, Birds Eye just hasn't been able to produce enough of them—so the other Birds Eye Foods to go around. So, select from those your grocer has, and enjoy them. They're *all* delicious! **Warning!** Not all frosted foods are Birds Eye! To get Birds Eye quality, **BE SURE** the box reads, "Birds Eye!"



"*Hope* you're listening to my radio program Thursday nights—new time, new station! Don't forget—I'll be singing for you!"

New DINAH SHORE Program

8:30 E.W.T.—7:30 C.W.T.
6:30 M.W.T.—9:00 P.W.T.
Thursday night,
National Broadcasting Company

THERE ARE LOTS of calls on us today, and we all have to help," says Dinah Shore, Birds Eye's lovely radio singer. "But here's one where we want to dig deep and I'll tell you why. I've seen what the USO means to our boys abroad. I've also talked to some of our boys whose pals are prisoners of war—and who have been helped immensely by the War Prisoner's Aid. Believe me, the things that the National War Fund does for ALL our boys are almost beyond belief! So dig deep and generously! Give to the National War Fund, through your local War Fund. Give, please give, today!"

Dinah Shore



M

S



STRETCHER CASE IS CARRIED ABOARD THE "DROTTHINGHOLM" FROM GÖTEBORG. SHIPS WERE MARKED "DIPLOMAT" OR "PROTECTED," "S" STANDS FOR SVERIGE (SWEDEN)

WAR PRISONERS

Allies and Germans are exchanged
at the Swedish port of Göteborg

After the long waiting for the war to end, a few wounded and ill prisoners of war were exchanged for Germans Sept. 9 at Göteborg, in Sweden. There were 234 Americans and 1,700 British, some of whom had been prisoners since 1940 and even, in one case, 1939. Many appeared to be in the bloom of health. But the appearance was deceiving. One exchanged prisoner could not keep his legs over very 10 seconds, there being a flak boom in his head as big as a baseball. The British and Americans were all overjoyed

to be going home, but so were the Germans. "Better luck next war," said an ironic American. An Afrika Korps paratrooper snapped back: "It will be better luck this war." The German officer for the prisoners ordered his men to throw away their British snuff and cigarettes. "Now we enter a free country."

When the Britons pulled in to Liverpool harbor, screams shrieked and a great crowd wept. The Americans shipped home more quietly and got the good news they had \$250,000 in back pay coming to them.

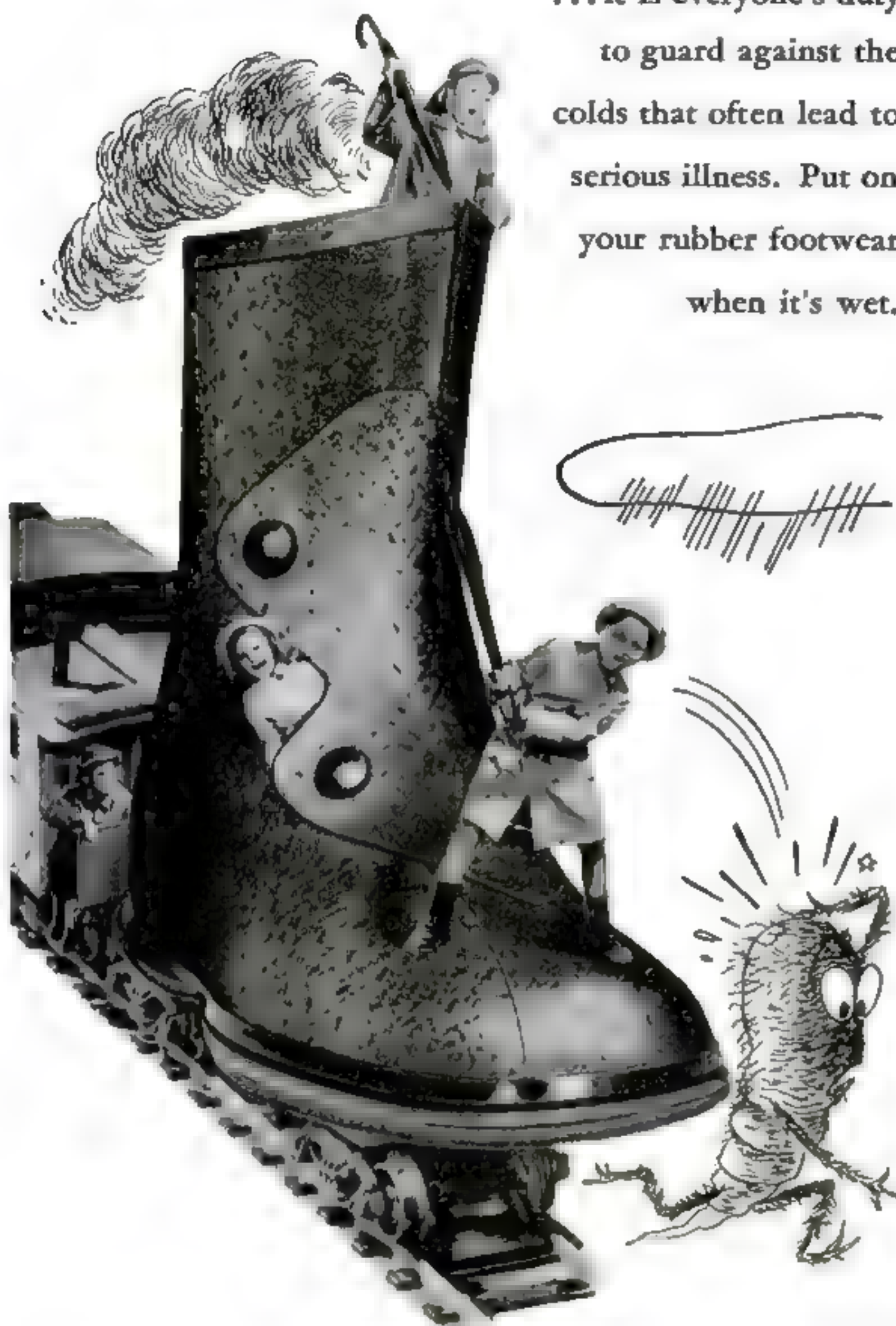
RED CROSS MEETING ABOARD "DROTTHINGHOLM" BRINGS TOGETHER COUNT BERNADOTTE (RIGHT) AND GERMAN MINISTER HANS THOMSEN (LEFT, ALONE), LAST SEEN IN U. S.



"Gangway, Mr. Cold Bug! We're not afraid of you. Not when we're protected by rubber footwear."

Today... when keeping well is so vital

... it is everyone's duty to guard against the colds that often lead to serious illness. Put on your rubber footwear when it's wet.



And remember, when you see either HOOD or B. F. Goodrich stamped on rubber footwear, you are assured of superior materials and construction... resulting in complete foot protection... comfort... long, economical wear.



FOOTWEAR FACTORY—WATERTOWN, MASS.

War Prisoners (continued)



Prince Carl of Sweden, 83-year-old younger brother of the king, leans his hearing apparatus toward wounded British officer as the rain-spattered Red Cross workers stand by. Prince Carl, Duke of Vestrogotha, is president of the Swedish Red Cross.



One-legged man and nurse carrying his artificial leg go aboard the ship. The leg was supplied not by the Germans but by the Red Cross without which, many of the prisoners said, they might well not have survived the ordeal in prison camp.



Old German was Karl Flaig, 69, who enlisted after his two sons were killed, was captured at Cherbourg in July, where he was one of second-rate garrison troops of Westwall. Reporter offers him "Royal Derby" cigaret, advertised as "American."

CONTINUED ON PAGE 48



A WELCOME HAND TO BELL SYSTEM WAR VETERANS

Some day we shall have the pleasure of welcoming back to the Bell System the men and women who are now in the armed forces. They number more than 55,000. Some 3500 released from service are already back with us.

We shall have a warm welcome for the rest as they join us again. Not only shall we be glad to see them personally but we shall be glad of their skill and energy for the big tasks which face the Bell System in the future.

BELL TELEPHONE SYSTEM



Without Reservation



Famous
OLD FORESTER

KENTUCKY STRAIGHT BOURBON WHISKY • 100 PROOF

America's Guest Whisky

BROWN-FORMAN DISTILLERY COMPANY, INC.

At Louisville in Kentucky

War Prisoners (continued)



Americans are (from left) 2nd Lieut. Sidney White of Milwaukee, 1st Lieut. Frank A. Smith of Tampa, Lieut. Del Porter of Beverly Hills, all of the 8th Air Force, and Lieut. Austin E. Webb of Okemah, Okla., of 38th Division, captured at Salerno.



Sgt. Tyro Weaver of River View, Ala. had arm blown off over Germany. Bleeding to death, he was dropped by parachute so that he might get medical aid. The pilot, the late Lieut. John Cary Morgan, got Congressional Medal of Honor for fighting off delirious, dying copilot, making the bomb-run on Hanover and returning home.



Reading "Powwow," Red Cross paper named for initials of prisoners of war plus a simple wow, are Jack Wagner of Houston, captured near Tunis, and Teddy Milewski of Chicago, captured at Anzio. Headline: "Allies sweep on in West, South and East."



"Yes, sir, ***that's fine tobacco-***"

LUCKY STRIKE
means fine tobacco

Yes, sir! L.S. / M.F.T.

Copyright 1941, The American Tobacco Company



ENTER SWAN'S BIG CASH CONTEST!

\$100 A MONTH FOR LIFE



...OR \$20,000 IN
A LUMP SUM NOW!

506 OTHER CASH PRIZES

THINK OF IT! \$100 a month for the rest of your life! Or \$20,000 in a lump sum paid now if you prefer!

That's what you get if you win the Grand Prize in Swan's wonderful new Contest!

It can buy you a home of your own! Or pay for the trip of your dreams! Or put your children through college! Or set you up in the business you've always wanted!

It can mean an end to your worries...for you'll be financially secure for life!

And there are 506 other glorious prizes too! Loads of prizes—which means loads and loads of winners!

YOU MAY BE ONE! For this is a *very easy* contest. Just read on and see!



Find a first
name for
Mama Swan

...THEN IN 25 WORDS OR LESS, COMPLETE
THIS SENTENCE "I LIKE SWAN SOAP BETTER BECAUSE..."

EVERYBODY knows Mama Swan! The lovable white bird that appears in all the Swan ads and stands for Swan Soap.

But—just to make sure you know all about her—study the four pictures below carefully. Then, think up your

first name for Mama Swan.

You might call her "Mrs. Sudsy Swan," because Swan Soap is so rich and extra sudsy. Or "June Swan," because Swan Soap is mild as a day in June.

The suggestions above can't be sent

in. Send us *your own* ideas for a good name for Mama Swan. And be sure to complete this sentence in 25 words or less: "I like Swan Soap better because..."

IMPORTANT: Mail the wrapper from a cake of Swan Soap along with your name for Mama Swan to Swan, Box 34, New York 8, N. Y. Send in as many names as you wish—as long as **EACH NAME** is accompanied by a Swan wrapper.

Also, you must send us the name of your dealer—the man who sells you Swan.

Hurry! Contest closes December 15th. Time flies—so get your entry in now!

\$35,000 CASH PRIZES IN ALL!

LOTS OF CHANCES TO WIN

1 GRAND PRIZE

\$100 a month for life or
\$20,000 in a lump sum now

1 Second Prize \$1000

5 Prizes \$100 each

50 Prizes \$50 each

100 Prizes \$25 each

350 prizes \$10 each

NOTE TO DEALERS: Help your customers win a prize, and win a prize yourself! See trade magazines for full details about the \$5000 prize money for dealers.

HINTS→

THAT MAY
HELP YOU
PICK A
WINNING
NAME



I bathe the Baby
Perfectly!
I'm pure as fine
Castiles, you see!
What's my first name?



For dishes I
Am simply slick!
I'm kind to hands!
I give suds quick!
What's my first name?



When Dad comes home
With dirt ground in,
I get him clean
And save his skin!
What's my first name?

Just follow these simple rules:

1. Send in a first name which you think is appropriate for Mama Swan. Then complete this sentence in 25 words or less: "I like Swan Soap better because..."

2. You may secure an official entry blank from your dealer, or write on your own stationery. Use pen, pencil, or typewriter, but be sure to print clearly your own name and address and that of the dealer where you bought Swan. Let your dealer help you... and if you win a prize, he wins one, too. Write on one side of paper only.

3. Mail your entry to Swan, Box 34, New York 8, N. Y. Submit as many entries as you wish, but each entry must be accompanied by a Swan Soap wrapper

(large or regular size). Each entry must include both a suggestion for Swan's first name and the 25-word statement. Use sufficient postage.

4. The winning names will be selected for their originality and appropriateness by an independent organization of experienced contest judges. In case of ties, the 25-word statement (which must accompany each suggestion for Mama Swan's first name) will be the deciding factor... on the basis of originality, sincerity, and aptness of thought. If there are any remaining ties, duplicate prizes will be awarded to each tying contestant. Decision of the judges will be final. No entries can be returned. All entries and ideas therein become the property of Lever Brothers Company.

5. Any person 18 years of age or older in the continental United States or

Puerto Rico and Hawaii may compete, except employees of Lever Bros. Company, their advertising agencies, and their families. Contest subject to all Federal and State regulations. All entries must be the original work of contestants submitted in his or her own name. All members of a family may compete, but no more than one prize will be awarded to one family.

6. Names of major prize winners will be announced on the George Burns & Gracie Allen and "Bright Horizons" radio programs as soon as possible after the contest closes. Complete list of winners will be sent to anyone sending stamped, self-addressed envelope.

7. Contest closes December 15, 1944, and all entries must be postmarked before midnight of that date, and received before January 8th, 1945.

HURRY! SEND IN
YOUR ENTRY TODAY!



I help your duds
Stay good as new!
My suds are fast
—And gentle, too!
What's my first name?

FEATHERED HATS

Birds make them huge and elegant

For several years now, women have been wearing almost anything on their heads except hats—fancy bows, flowers, headkerchiefs, ribbons, veils, combs. Now the reaction has set in suddenly and heavily. Hats are big, gaudy and elegant and they are unmistakably real hats. The biggest, gaudiest and most elegant of all the new fall hats are those with feathers.

Most useful bird to milliners is the ostrich, whose tail feathers can be made into long or short, curly or straight, dull or shiny trimmings. Stork feathers are treated to make soft and fluffy marabou. Barnyard feathers and quills are pasted together to make fanciful birds. But peacock feathers, gaggiest of them all, are ostracized because they are considered unlucky.



FROM THE STORK COMES MARABOU USED HERE BY ANITA ANDRA FOR HAT AND MUFF



FROM THE OSTRICH COME THE FEATHERS FOR THIS SET DESIGNED BY MME. PAULINE



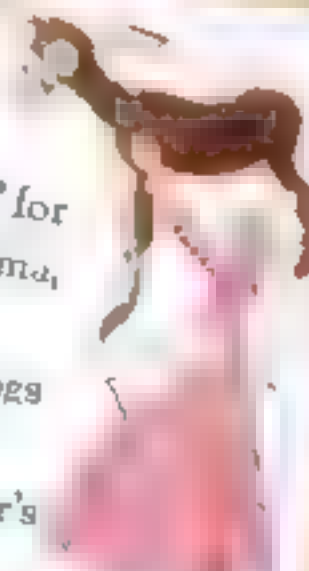
THE BIRD PERCHED ON THIS WALTER FLORELL HAT IS MADE OF CHICKEN FEATHERS



THE FEATHERS ON THIS HAT AND BAG BY SALLY VICTOR ARE SHORT, CURLY OSTRICH

Grandma's Catsup's the Life of the Party!

"When folks is all tattered out with pinnin' tails on donkeys, and hobbin' for apples," says Grandma, "you can sure perk up a party with hot dogs and hamburgers, all dressed up with Snider's famous Catsup."



Everybody goes for that down-on-the-farm catsup flavor, and tasty country-style spicin'. "Takes mighty fine tomatoes to make catsup like that," says Farmer Snider ...and he begins tellin' about those specially selected tomato strains, and what a right smart tomato farmer he is generally.



You see, tomatoes have to be ripe and red and juicy, and washed till they shine, or they don't go in Grandma's kettle. Grandma's the best catsup cook in this neck of the woods, and she's dead set against using artificial coloring and overspicing to cover up tomatoes that are just so-so.

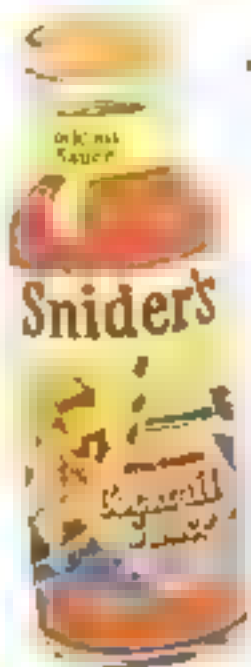
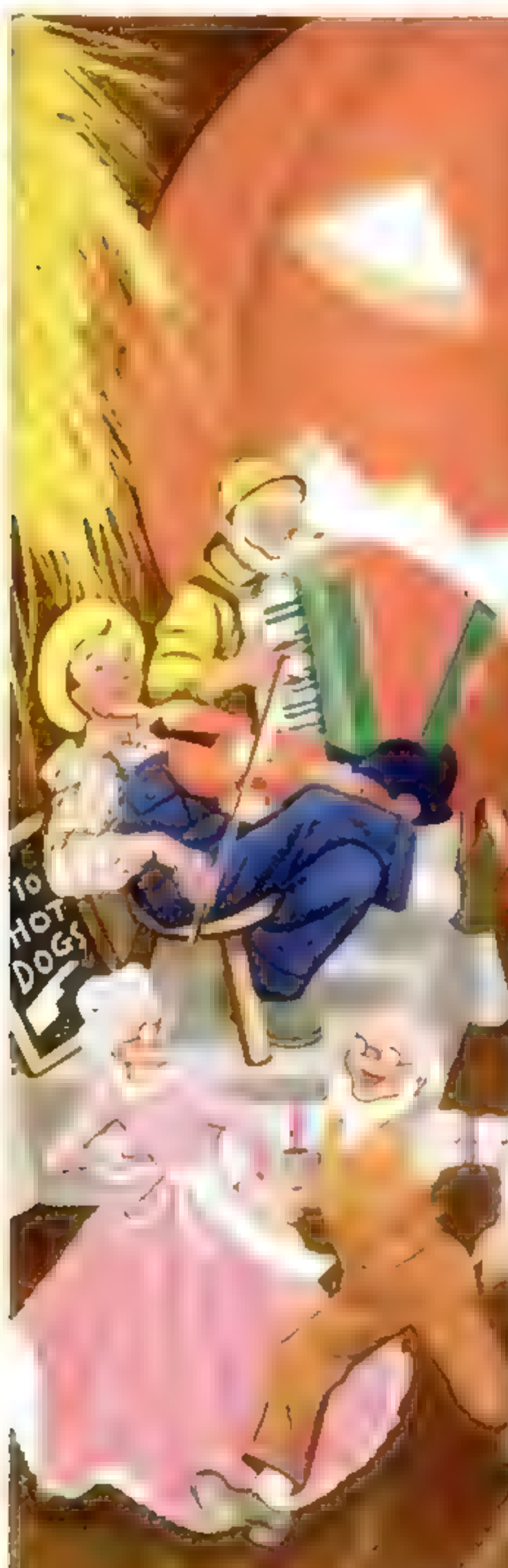


"Snider's Catsup is fine quality catsup," says Grandma Snider. "It always has been and it always will be!"

That's why, even if you're just serving the simplest snack, Snider's Catsup can make it taste like party vittles. A little sauce can make a lot of difference!



The Snider Folks

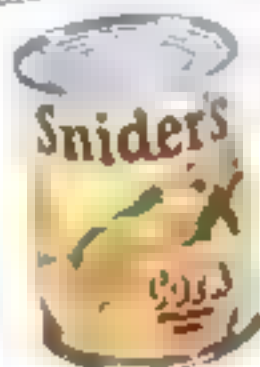


"Don't forget Snider's Cocktail Sauce for a real food," says Old Salt Snider. "Mighty tasty on lots of other foods too!"

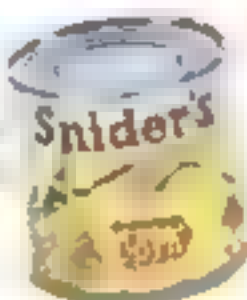


"And you'll sure enjoy Snider's Old Fashioned Chili Sauce. It's made country-style from an old recipe," says Grandma Snider.

"And Snider's Canned Corn," says Farmer Snider. "Cream Style or Vacuum-Packed Whole Kernel. Not to mention all the other farm-fresh fruits and vegetables the Snider Folks put up."



Every one has that good homey flavor. If you're lookin' for quality you can be sure of getting it when you buy Snider's Canned Foods!"



If the Snider Folks put it up...it tastes like home



MR. CHUBB ADJUSTS WIRE BRACE ON SKELETON OF A SMALL DONKEY. THE SKELETON IS BEING CONSTRUCTED TO SIMULATE ACTION OF A DONKEY SCRATCHING ITS HIND LEG

SKELETON MAKER

Anatomist Chubb builds lifelike structures of animals in motion

The alert, bearded gentleman pictured above is occupied in constructing a skeleton, one of the most obscure and specialized forms of scientific study. He is S. Harmsted Chubb, 81-year-old research associate at the American Museum of Natural History where his exhibits are displayed. For 45 years Mr. Chubb has been gathering the bones of horses, dogs, men and other mammals to build animated skeletons which show just what happens when the animals walk or

run or crouch. These skeletons are world-famous as primers for the study of anatomy and locomotion.

Chubb's favorite subject and his greatest success is the horse (*see following pages*). He sometimes works 11 months to complete one perfect model. Once a machinist, Mr. Chubb has combined machinist's skill with his knowledge of anatomy to construct models which not only take the gruesomeness out of skeletons but make white bones into scientific works of art.

"The White Wonder"
of dear Juliet's hand"
—*"Romeo and Juliet," Shakespeare*

* A lovely quotation,
but did "dear Juliet" ever
wrestle a nice
Black Pot?

Is housework making your hands look "OLDER" than you?

NOBODY argues that romance and white, smooth, "young-looking" hands go together like Cupid and arrows. Poets have poetized about that since pens were invented—and before. *But...*

But what's the *best* way to be sure they stay white and "young-looking" in spite of the abuse they must take these days?

Well, you might take a tip from

people who *really* know. Doctors and nurses scrub their hands 30 to 40 times a day. And Pacquins Hand Cream was originally formulated for them! Try Pacquins. See for yourself if it doesn't make your hands smooth out faster and *feel* smoother longer.

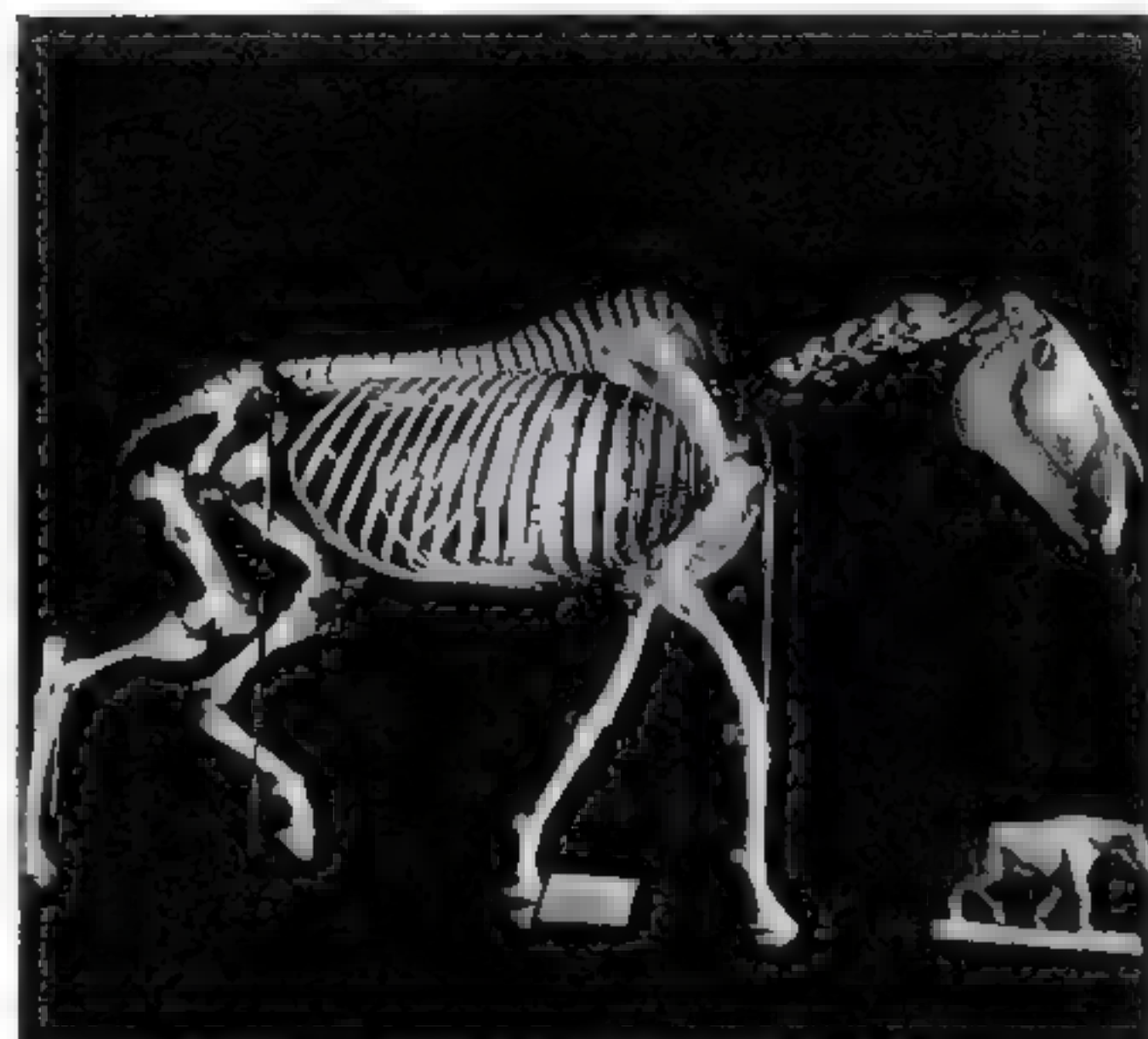
It's creamy... non-greasy... fragrant... delightful. Let your hands be your age—with Pacquins.

Pacquins Hand Cream

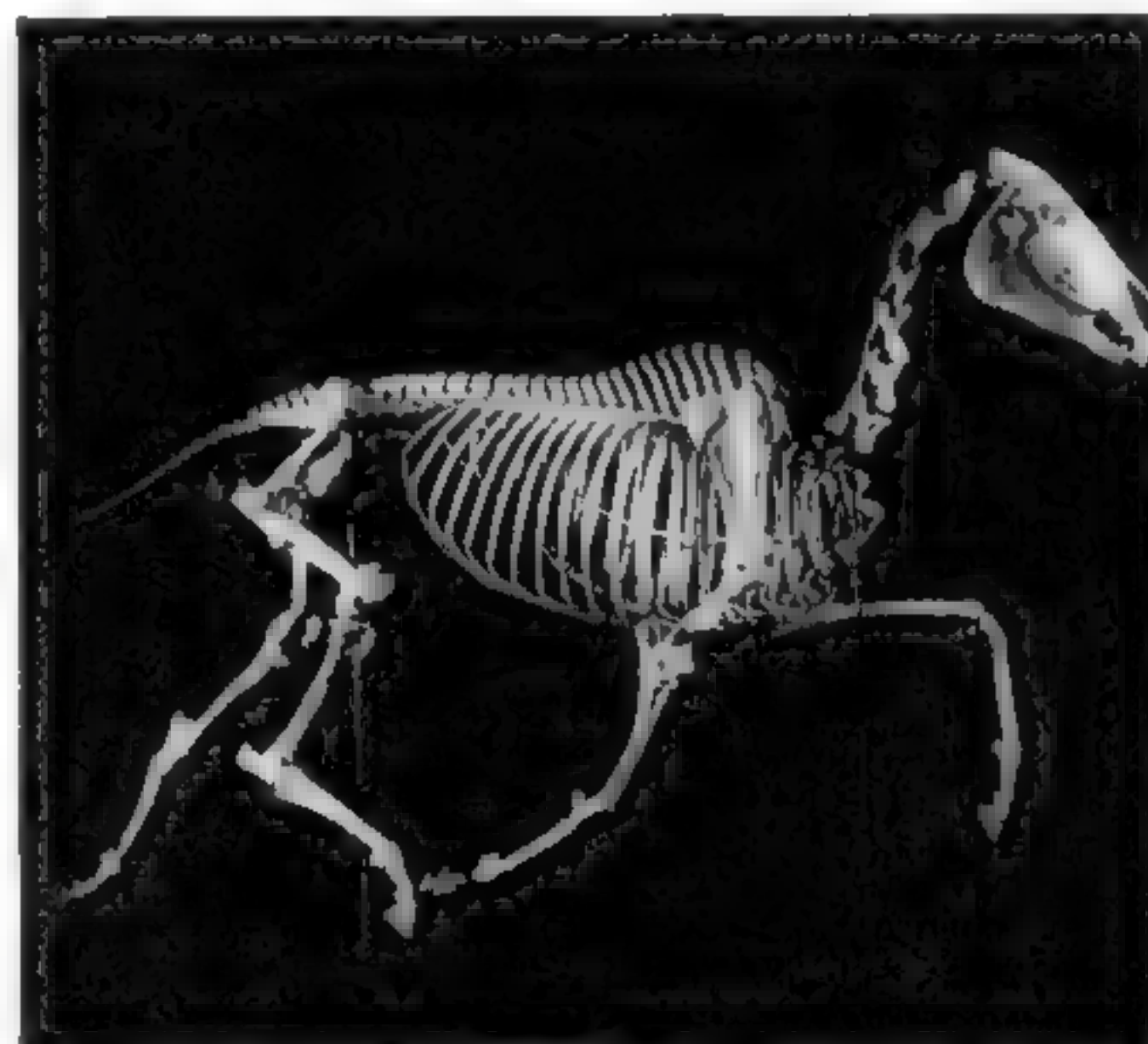
Originally formulated for doctors and nurses, whose hands take the abuse of 30 to 40 washings and scrubbing a day.

AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE

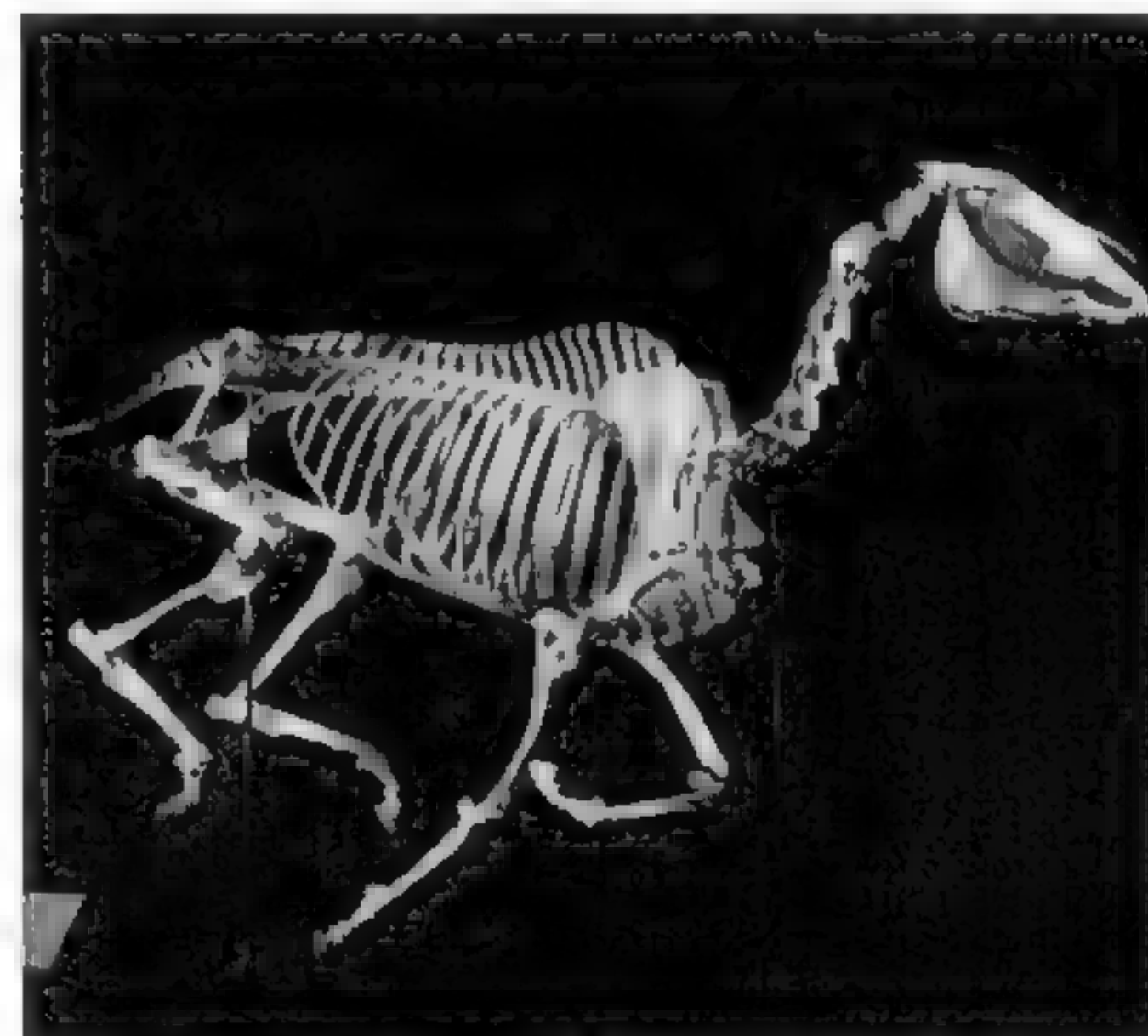
Skeleton Maker (continued)



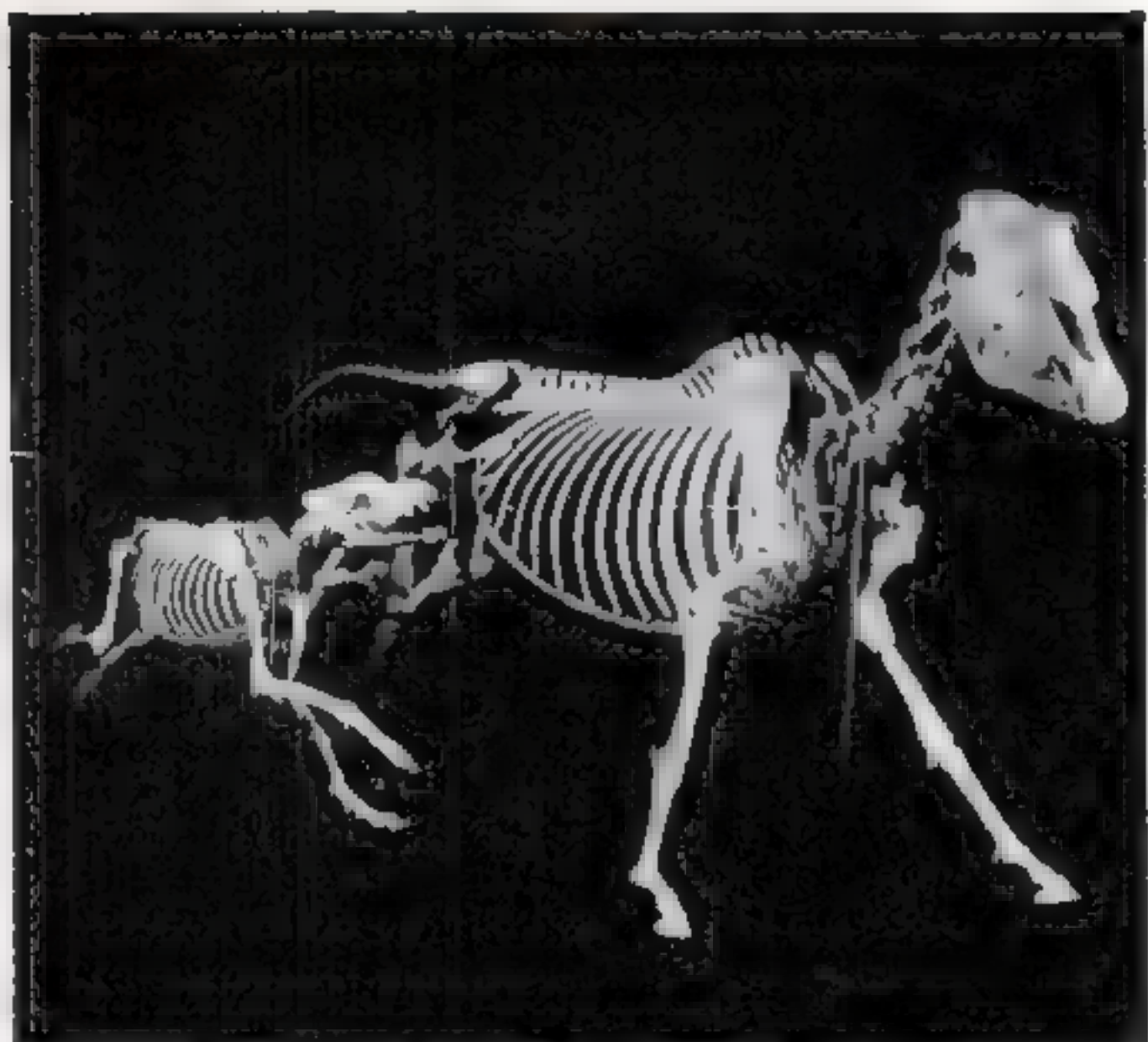
Draft horse is mounted to simulate action of pulling a heavy load. Bent hind legs give horse most of its power in driving forward. Forelegs act mainly as supports.



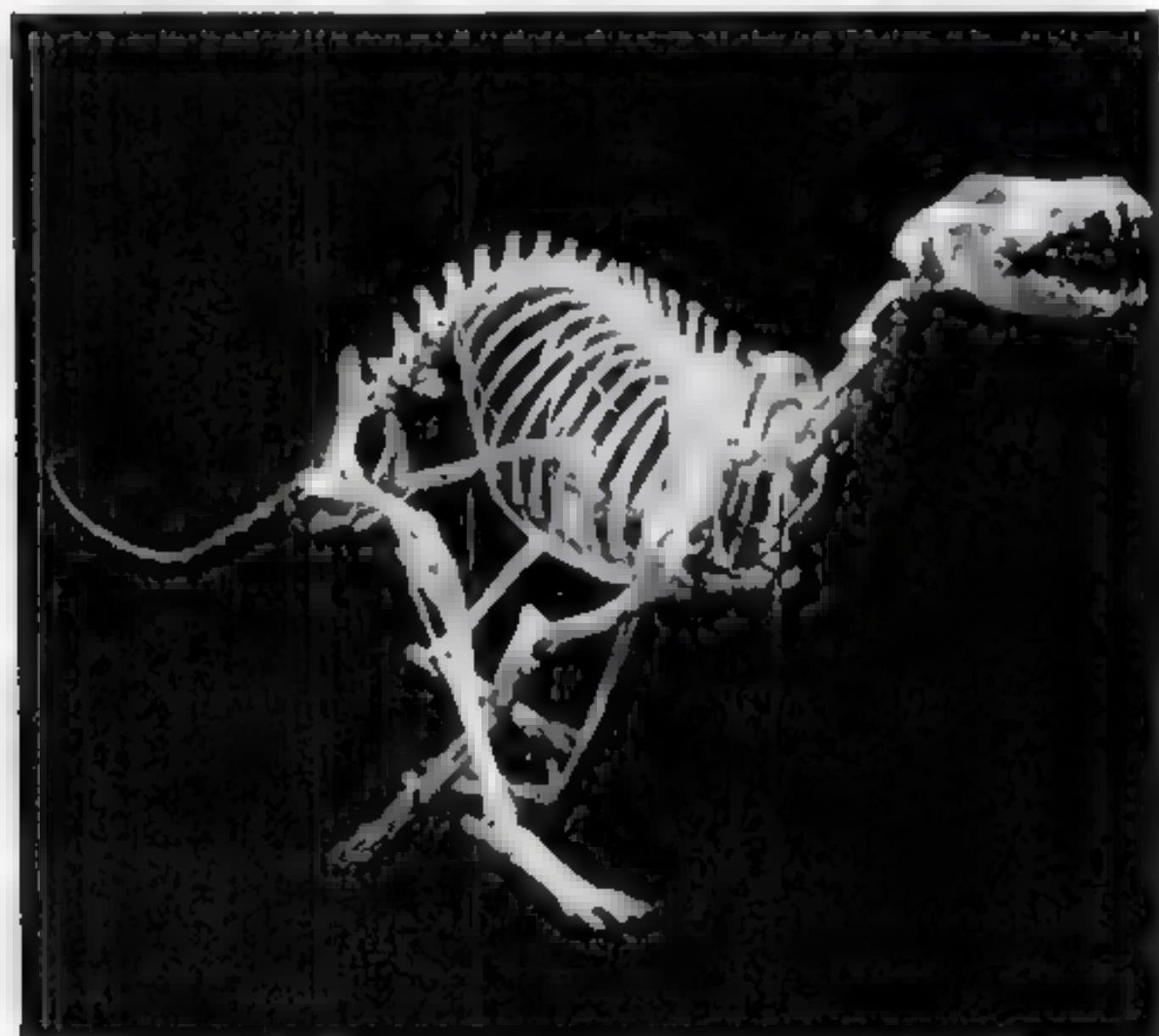
Trotting horse is shown in an extended position of this special gait. Left hind foot has just left the ground. The next foot to strike ground is the curved left fore foot.



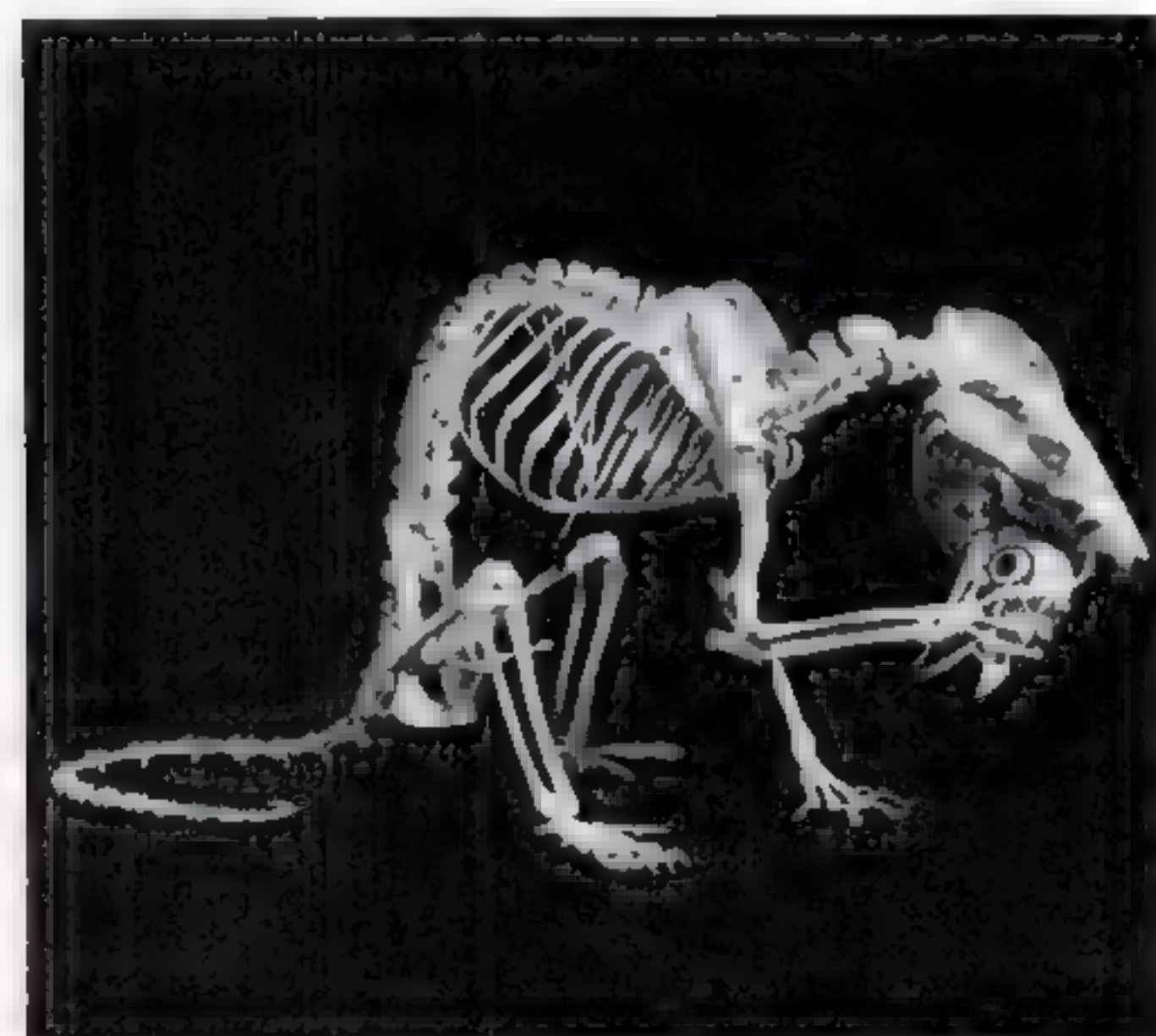
Race horse has all four feet off ground in this extreme position of its running stride. At full speed, a race horse is entirely free of the ground about one fourth of the time.



Wild horse of central Mongolia is attacked by wolf. Wolf's stride is more extended than that of horse. Horse is considerably smaller than average domesticated horse.



Russian wolfhound has essentially same stride as horse, but leg action forward and backward is more extreme. Arched spine allows legs to be drawn up under the body.



Opossum is mounted to show the peculiar position it adopts while eating. The strong tail sprouting from the base of the flexible spine acts as a partial support for sitting.

CONTINUED ON NEXT PAGE

1. The simple but effective exercise a top-notch beauty school recommends: that of pressing your fingertips together hard, then relaxing as you hold arms at chest level. Fifty times a day...and *feel* the pull up!



Two Beautiful Build-ups—

FOR A LOVELIER BOSOM

2. The immediate change you'll see with a Munsingwear bra, uplifting, molding your bosom into the natural, young curves that do things for your dresses. There's one for almost every figure-type, and particular beauties for Juniors. In fabrics that keep their trousseau look. Better department stores everywhere.



MUNSINGWEAR *Foundettes*

Fine Foundation Garments • Also Underwear, Sleeping Wear, Hosiery



How's your Libra today?



It **MUST** be pretty good, because...

You men born under the sign of Libra* are gracious, kind, friendly, and gentle. You have extremely fine judgment... so fine, in fact, that people bring their problems to you for solving.

Naturally, if they have shirt trouble, you'll tell them to buy a few Arrow Shirts. For Arrows are flatterers from

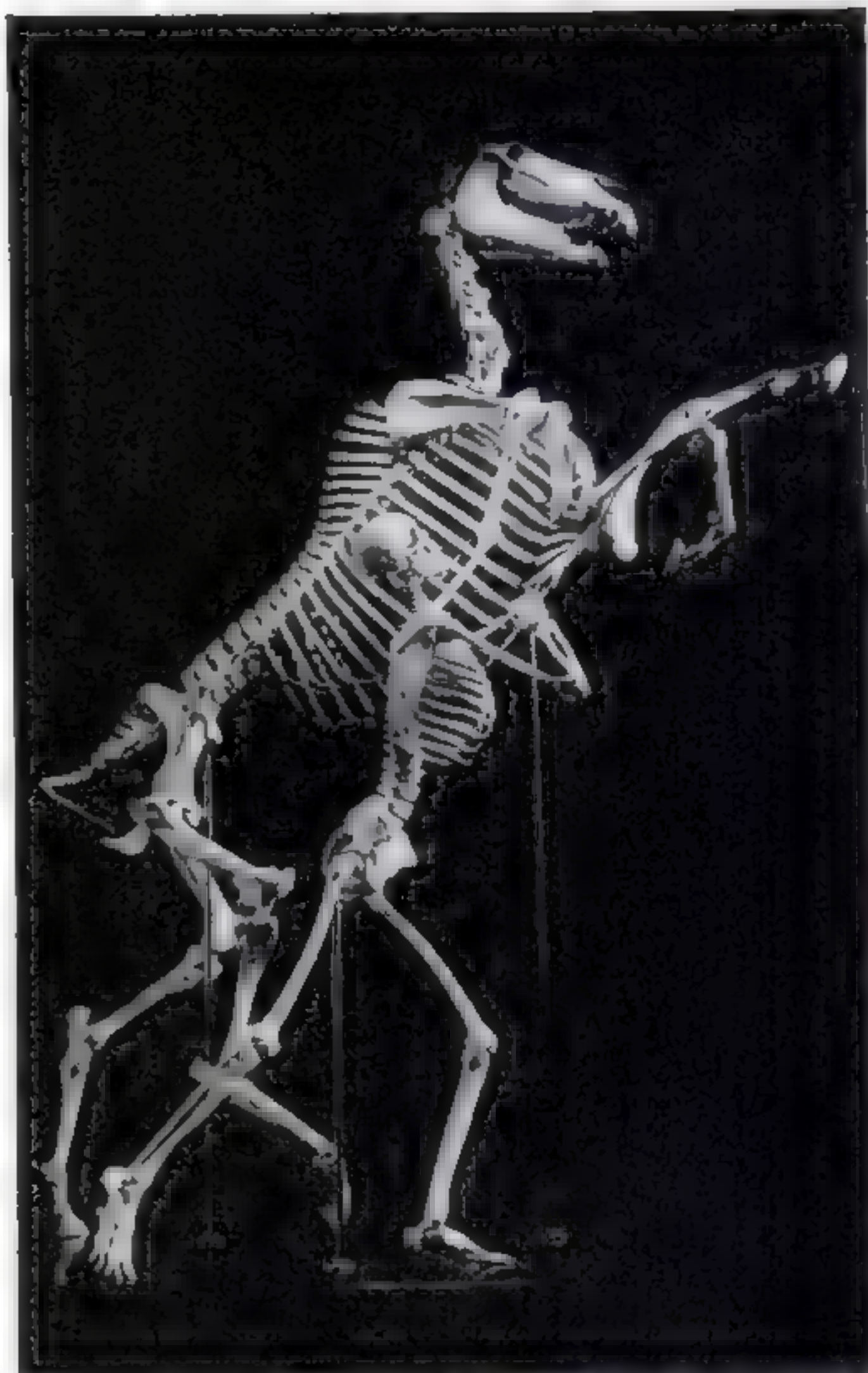
the word go. The Arrow Collar fits swell, and looks better. The buttons can't pop off. And the Sanforized label won't allow more than a niggardly 1% shrinkage. \$2.24 up, at your dealer's. Made by Cluett, Peabody & Co., Inc.

Don't blame your Arrow dealer if he happens to be out of your favorite Arrow Shirt. Considering all the war restrictions, he's doing a swell job! Try him again, later. Arrows are worth waiting for!

*Libra period: Sept. 23 to Oct. 23 (A great time to buy War Bonds. Buy an extra one today!)

Arrow Shirts

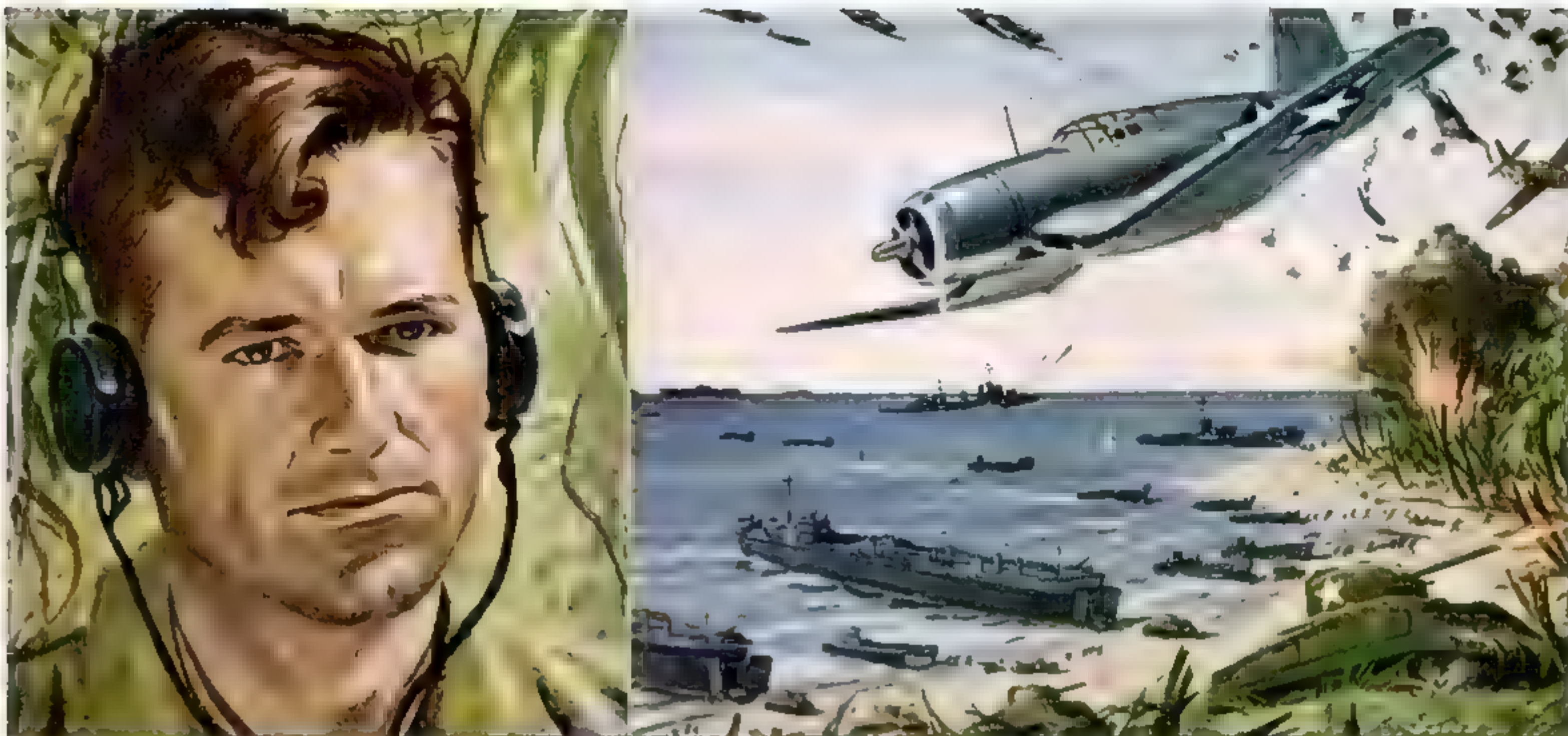
Skeleton Maker (continued)



Rearing horse and man is most famous of all Chubb's exhibits. Horse's movements are less flexible than man's, whose hane joints work on the ball and socket principle.



Mr. Chubb's tools include a large variety of drills and bits which are used to pierce holes in bones for bolts and screws. The bone structure at upper left is human foot.



"You bet, War Bonds work for Victory"

THEY SUPPLY RADIO EQUIPMENT FOR INVASION

"Take it from me, the speed of the invasion of Europe and the Pacific islands would have been almost impossible without the split-second coordination of radio to back up the courage of our fighters. But your War Bonds are still needed—and urgently—to make this Victory final and complete."



Victory will bring the Boys back home

RCA WILL MAKE GREAT RADIOS AND PHONOGRAPHS

Yes, it will be a great day when brand new 1940-X RCA radios and radio-phonographs are unpacked in American homes... bringing even finer tone and more beautiful cabinets than ever before. Watch for the RCA Super FM circuit... for the great RCA television sets that are in the offing.



• While anticipating the great days of peace RCA will continue to produce radios, radar, submarine detectors and other electronic equipment for planes... tanks... ships... submarines... of the U. S. Armed Forces.

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION, CAMDEN, N. J.

LEADS THE WAY... in Radio... Television... Tubes... Phonographs... Records... Electronics

★ ★ ★
TUNE IN RCA's radio program, "The Music
America Loves Best"... every Sunday, 4:30
P. M., EWT, NBC network.
★ ★ ★

"B"randed



Swift pledges that these famous products



SWIFT'S BRANDED BEEF—of special value to homemakers. A Swift brand on fresh beef is your guarantee of quality. Look for these brands when you buy Swift's Premium, Swift's Select, Swift's Arrow. Although less of this better beef is now available, these brands are still the finest of their type.



SWIFT'S PREMIUM LAMB—chops, roasts, and other cuts of this fresh, tender lamb carry the brand name *Swift's Premium* right on the meat for your protection. We regret that this superb lamb may not always be obtainable now. But when it is, you can be sure of lamb of superior freshness and flavor.



SWIFT'S BRANDED BACON—Because it's America's most popular brand, your dealer may not always have it. But ask for it by name to be sure of enjoying as often as possible the bacon with the inimitable "sweet smoke taste". Here's an excellent source of food energy for breakfast, luncheon or dinner.

for War . . .

instead of

SWIFT'S
PREMIUM

for You

There's never a shortage of meat when Uncle Sam goes shopping for his armed forces. His army inspectors put their stamp on all the meat our fighting men need. But there's plenty left for civilians—even though very little of the beef coming to market just now is fine enough to carry the famous Swift brands of quality.

To America at war, meat is more than "just something to eat". Meat is a food we *must* have—to fight on, to work on, to win on. Our fighting men and fighting allies need its high quality proteins for strength, vitality and stamina.

Like other vital tools for victory that our army and navy buys, great care goes into the selection of beef, lamb, pork and veal for our fighters. And Uncle Sam knows the facts about meat.

He knows, for example, that there isn't enough top-quality beef to fill his needs. So he also buys vast quantities of the leaner beef that's plentiful today—beef that's excellent for braising and stewing.

For he knows that *all meats* are equally

nutritious and equally important in helping maintain the morale of his men and keeping them the best fed fighting services in the world. He's first to share credit with the meat raisers of America—the men who are bringing meat to market today in truly unheard-of quantities—nearly 26 billion pounds this year.

This accomplishment is typical of the way the whole livestock and meat industry has met its wartime problems. More meat is being produced now than ever before. The demands of a far-flung war are being satisfied on time. And this year civilians at home have had more meat to eat than in any year since 1924!

Swift & Company as an important factor in the processing, grading and delivery of meat is proud of the part it has played in the history making achievement of its industry. Swift knows, as your dealer knows, that the job couldn't have been accomplished without your

understanding and cooperation. And we want to assure you that when fine quality fresh meats return to the American public in quantities great enough for all to enjoy, you may be sure as always that the name, Swift's Premium, will represent the finest of the fine.

In the meantime, although you can't get Swift's Brands of Beef as often as you'd like, you can still enjoy the Swift's Premium standard of quality to the fullest in Swift's Premium Ham and Bacon, Prem, Swift's Premium Tender Frankfurts, Table-Ready Meats and other fine products. Ask for them . . . often.



Swift's Wartime Policy—We will cooperate to the fullest extent with the U. S. Government to help win the war. We will do everything possible to safeguard the high quality of our products. Despite wartime difficulties, we will make every effort to distribute available civilian supplies to insure a fair share for all consumers everywhere.

SWIFT & COMPANY FOOD PURVEYOR TO THE USA

War Bonds spell SECURITY: Hold on to yours!



will continue to be the finest of their kind



PREM—This delicious meat by the makers of Swift's Premium Ham is made from Premium quality meat, sugar-cured the exclusive Swift's Premium way. Prem is a particular wartime favorite because it's all meat and no waste. It comes ready to serve cold or can be made into a delicious hot meal.



SWIFT'S BROOKFIELD SAUSAGE—with the real old-time flavor. Truly fine pork . . . delicately spiced. This famous brand comes in Regular-Size links, the bigger, super-tender Dinner Size (with the skins tendered in pineapple juice¹) and Patties. Every ounce of Swift's Brookfield Sausage is good eating!



SWIFT'S PREMIUM TENDER FRANKFURTS—Made from quality beef and pork for extra nutrition; pre-cooked to juicy tenderness over spicy hardwood fires. All meat, all good to eat, there's no waste. Swift makes them truly super-tender by tendering the skins in pineapple juice.

EXIT ANOPHELES

YOU SLAP A MOSQUITO DOWN with no more thought than "Drat the pest!" But if you were an American soldier in the tropics, and the mosquito's scientific name was *Anopheles*, you'd know that his bite brings malaria . . . and malaria means critical illness, if not death.

And malaria is only one of the deadly tropic diseases carried by flying insects. Slapping 'em down isn't enough. A soldier needs something that shouts "*Exit! Out of bounds! Git!*". . . to *Anopheles* and the whole germ-laden, stinging swarm . . .

THAT'S WHAT HE HAS, NOW . . . At the "University of Petroleum," Shell's research laboratories, scientists found how to produce Mesityl Oxide from a petroleum gas formerly burned as waste. This is an important product in the preparation of an insect repellent now being bottled by millions of bottles and issued for soldiers' Jungle Kits.

It works—*really works!* The soldier rubs it on his exposed skin. For about 8 hours, experts say, he is safe from the torment and danger of

flying insects. *Anopheles* the mosquito, coming in for a fast landing, suddenly gives his "motor" full throttle and zooms away from there . . . *and the soldier can eat, sleep, live.*

* * *

Mesityl Oxide is only one of a lengthening list of intermediates or vital ingredients . . . used in the preparation of medical products . . . which research has obtained from petroleum.

Cyclopropane—an anesthetic with important advantages over ether—is made from a petroleum derivative developed commercially by Shell scientists.

Isopropyl Alcohol from petroleum is used in "preparation of the field" for surgery, and for keeping instruments sterile.

Alkyl Phenols—which Shell first produced in commercial quantities from petroleum—are now the base of powerful disinfectants.

Allyl Alcohol, an intermediate in one of the most effective and least harmful types of seda-

tives, was first produced from petroleum by Shell.

The great wartime value of these products serves to emphasize their continuing benefit to humanity. It has been demonstrated: Oil plus research equals more health, abundance, convenience, satisfaction . . . even more beauty . . . in your everyday life.



First oil refinery to win the Army-Navy "E"—
Shell's Wood River Refinery



SHELL RESEARCH

Sword of Today

Plowshare of Tomorrow

CLOSE-UP



ROBERT KIESOW POISES CYMBALS AS CUE NEARS. HE WILL BRING THEM TOGETHER IN SINGLE CRASHING NOTE, CLAMP THEM TO HIS CHEST TO DEADEN RINGING OVERTONES

CYMBAL PLAYER

KIESOW IS PAID MORE PER NOTE THAN ANY OTHER MUSICIAN IN METROPOLITAN OPERA ORCHESTRA

by WINTHROP SARGENT

When the curtain of the Metropolitan Opera House opens on the first scene of *Das Rheingold*, the audience, lulled by a great placid flow of watery music, gets an eel's-eye view of the River Rhine. Backstage, the Met resembles a highly organized madhouse. Slung like pieces of cargo from a derrick 50 feet above the stage, three hefty Rhinemaidens dangle, sing and wave their arms as though they were swimming. Six husky stage-

hands haul away at pulleys, swinging the Rhinemaidens up and down and around in circles. Poking their heads from a jungle of tattered flies and scrim, prompters gesticulate wildly at the stagehands. The property man looks nervously on while a technician fiddles with lighting apparatus. The technician is throwing wavelike lights onto the gauze curtain out front, making it look like the water the Rhinemaidens are supposed to

be swimming in. Down in a subbasement engineers are getting up steam which will billow out over the proscenium at the end of the act, clouding over one of the most elaborate spectacles ever devised by a theatrical mind of the 19th Century.

Meanwhile, at the back of the orchestra pit, a solemn, gray-haired leathery-looking man with horn-rimmed spectacles has been sitting, completely unconcerned, watching the conductor out



Pick up your appetite with the Pick of the Crop

A big, juicy New York State apple! There's nothing that sets the palate palpitating like biting into one right from the refrigerator.

Nothing, that is, excepting a long, cool glass of the juice of those very same, better tasting apples.

In Mott's Apple Juice you get that taste delight every time—all winter long. Pressed from the pick of the New York State crop by a firm famed for quality more than 100 years, each glass of Mott's Apple Juice is filled with all the wholesomeness of two big, luscious apples. Serve it with every meal, or serve it between meals.



Tune in "What's YOUR Idea?" Mutual Network,
Mon., Wed., Fri. 11.45 A.M. (E.T.)



Refreshing BECAUSE IT IS THE juice OF THE APPLE

Back of it all—

YOUR COSTUME CORRECTNESS



YOUR WARTIME



THRIFTINESS

YOUR LOVELY LEGS



Your Phoenix Hosiery

Back of your Phoenix over half a century's experience creating the hosiery you prefer—slender-fitting, color perfect, beautifully right for every occasion.

PHOENIX HOSIERY COMPANY
MILWAUKEE, WIS.



Today, as in World War I,
Phoenix proudly supplies
socks for our Armed Forces

FOR 56 YEARS, MAKERS
OF QUALITY HOSIERY
FOR MEN, WOMEN AND
CHILDREN



Three cymbal notes from opera *Das Rheingold* call for different sounds. *Becken* is German for "cymbal." In top bars the cymbalist brushes instruments gently against each other. The *p* means piano, or soft. In middle bars *Wirbel durch beide Becken* means "roll of both cymbals." *Tr* (trill) over note means roll, *ff* under it means fortissimo, very loud. Bottom bar calls for trill with soft-headed drumsticks. Double *p* means pianissimo, very soft. For the cymbalist, most exhausting part of *Das Rheingold* is waiting. He waits 535 measures for first note, plays only 115 notes in whole 2-hour-long opera.

CYMBAL PLAYER (continued)

of the corner of his eye. Every time the conductor's baton fell in a straight down-beat, the gray-haired man tallied it off. He had been counting down-beats, rather absently, since the beginning of the opera. When he got to the 127th down-beat, the curtain rose. At the 167th the Wagnerian dwarf Alberich crawled onto the stage and began groaning and making hungry gestures at the Rhinemaidens. At the 504th, Alberich gave up and shook his fist at them. The gray-haired man in the orchestra pit continued counting down-beats: "Five hundred and five, five hundred and six. . . ."

At down-beat No. 531 the gray-haired man begins to show signs of animation. He turns and picks up a pair of huge brass cymbals from a chair beside him. At No. 535 he stands up and holds the cymbals poised in the air. At 536 he claps them together softly. He then carefully damps out the resulting crash by pressing the ringing cymbals against his chest. He starts to count down-beats again. After a few more careful rallies and a few more crashes, he lays his cymbals down, sneaks out of the orchestra pit by a convenient door and lights himself a cigar.

This dignified musician is Robert Kiesow, known to his intimate associates as "Dogcatcher" Kiesow (an allusion to his restless youth). He is the highest-paid artist, per note, on the entire payroll of the Metropolitan Opera House. Occasionally he helps out his colleagues in the orchestra pit by taking a few whacks at a bass drum. But Kiesow's specialty is the cymbals. His carefully controlled cymbal crashes are valued by the Metropolitan at about \$1 apiece. He knows the cymbal parts to 286 operas. In some of them, like Meyerbeer's *Dinorah* and Verdi's *Luisa Miller*, he plays just one single note. In *Tristan* he plays exactly six, all of them in the space of about five minutes at the end of the first act. In *Der Rosenkavalier*, *Aida*, *Salome* and *I Pagliacci* he has much more to do. Curiously the heavy Wagnerian operas are among his lightest assignments. Most of Wagner's sound and fury comes not from the cymbals but from the trumpets, horns and trombones. Kiesow has been doing the Metropolitan's cymbal solos for 24 years. He now knows them so thoroughly that he often sits down to a serious game of gin rummy between cues. He can even cross the street for a glass of beer and get back to the pit just in time for his next entrance.

A cymbal player is a man of substance

Personally, Kiesow is a very methodical man. He carries two watches, a Longines on his wrist and a big Hamilton in his vest pocket. With them he times every moment of a curiously subterranean life. An hour and 47 minutes before curtain time he leaves his suburban home in Jamaica, Long Island. Within seven minutes he is under-

CONTINUED ON PAGE 16

Around the Clock with a Glamour Gal

(scene: most any office)



9 a.m. Well, well, well. Don't you look slick this A.M.! And, lady, *do you sparkle!* Bet you'll just *zip* through your work today!



11 a.m. 'S'matter, gal—feeling a little droopy already? Could it be because you have to **POUND** those typewriter keys to make 'em respond?

Too bad, lady. Because if you were lucky enough to own a Royal, you'd be going *strong!* Royal has **TOUCH CONTROL!** Adjusts key tension to match *your touch*—just by twirling a dial! Gives you light, fast action that spells *easy* typing!



2 p.m. Hmm, no wonder you're all out of shape. On *that* machine you have to set margin stops *by hand*.

Listen to this! When you can again buy a Royal, you can sit back and look pretty. Royal has **MAGIC® Margin!** Just a flick of a lever and margins are changed and set—*automatically!* Saves time! Saves effort!



5 p.m. All done, eh? *And all in, too!* Well, you can just blame those spots before your eyes on the way that typewriter carriage bobs up and down.

Remember this—there's no "bobbing carriage" on a Royal! Only the type bar segment moves! Add to this such matchless features as Fingerflow Keyboard, Accelerating Type Bars, Concave Keys . . . and you'll know why Royal is famed as the "World's Number One Typewriter!"

ROYAL

World's No. 1 Typewriter—



Time for a Wartime Checkup!
Royal is the most *durable* typewriter engineering science has produced. But that doesn't mean it should be *neglected*. Call in your Royal service man for a periodic Wartime Checkup. He'll keep your Royal in tiptop typing condition.

For the World's No. 1 Investment—
buy an extra War Bond today!



Our Love Story

CHAPTER 1

"Let me help you," you said.

I'd never seen you before. But there was something about you, my darling. And tacking up those posters *was* a job.

By chance, our fingers touched.

"They were such soft little fingers," you always say; "they curled right around my heart."

How much I owe to Jergens Lotion. I've always used Jergens. I've seen how a girl's hands can get coarse and old-looking from lack of natural skin-softening moisture.

You've teased me about using Jergens. But I know you like my hands soft. So I go on using my favorite Jergens Lotion.



HOLLYWOOD: The Stars use Jergens Lotion, 7 to 1 —Jergens is their personal hand care. It's "special" — like professional care for the hands. Two ingredients in Jergens Lotion help rough skin become adorably smooth and soft so effectively, that many doctors prescribe them. Easy? My, yes! Quick? Of course! Jergens Lotion leaves no stickiness. Just be sure and always use Jergens Lotion.

JERGENS LOTION FOR SOFT, ADORABLE HANDS

CYMBAL PLAYER (continued)

ground, riding the Independent subway that stops a block from the Metropolitan Opera House. Popping above ground only long enough to get from the subway station to the stage entrance, he descends into the subbasement musicians' dressing room which adjoins the orchestra pit. Arriving exactly an hour before curtain time, he puts on his dress suit, gets his cymbals out of a locker, carefully lights a cigar and settles down with a couple of trombone players to the interminable locker-room game of gin rummy. By the time the electric bell rings for the overture, Kiesow is ready to tamp out his cigar, crawl unhurriedly through a small door and take his post underneath the footlights.

To his fellow musicians, Kiesow is a man of substance and responsibility. On Monday nights one of his duties is to sit at a desk in the musicians' locker room and collect the dues his colleagues owe to Local 802 of James Caesar Petrillo's American Federation of Musicians. His musical duties are of a much more highly exigent order than the average opera-goer suspects. The cymbals are very loud instruments, and in inexpert hands their potentialities for musical sabotage are appalling to contemplate. In the course of a performance a misplaced note on the violin is merely a momentary blemish. But a misplaced cymbal crash would be a major catastrophe. Kiesow's rank as a musician is correspondingly high. He is paid a bigger salary than most of the Metropolitan's violinists.

Cymbal virtuosos seldom start their careers playing the cymbals. Kiesow started his playing the fiddle. But 52 years ago when his father, an old-fashioned German bandmaster named Hugo Kiesow, suddenly found himself short of a drummer, he gave his 14-year-old son a drum and some cymbals and pressed him into service. Though he was born in New York, Kiesow still speaks with a slight echo of his father's German accent. Kiesow got his first jobs of drumming and cymbal-playing at parades, ball games, hayrides and beer-garden parties. Giving up the violin for good, he graduated to jobs with Victor Herbert, John Philip Sousa, Edwin Franko Goldman. At 37 he got a job in the stage band at the Metropolitan. For five years he marched around the Met stage beating a pair of cymbals in operas like *La Bohème*, *Faust* and *Aida*. In 1920, while Kiesow was still a stage bandsman, the Metropolitan orchestra's cymbal player, a bald-headed, furious-tempered German named Max Nickel, left.

How to play a cymbal

Max Nickel had been one of the most famous cymbal players in the U. S. But he had a passion for inventions that led to his undoing. He was always trying out some new method of producing a cymbal crash. Some of his methods would have delighted Rube Goldberg. He would place the cymbals in the midst of a formidable machine the size of a hand printing press, and when the time came he would yank away at levers and gadgets like mad until the machine gave out with a thundering reverberation. His machine had everything but a gear shift. Unfortunately it was always falling apart at crucial moments with a clatter of rolling nuts and bolts that was highly disturbing to his colleagues. Perhaps Nickel produced just one invention too many. At any rate he was succeeded by the more conservative Kiesow. And Kiesow has held the job ever since.

The job is not as simple as might be supposed. It isn't the quantity, it's the quality. There are, at a conservative estimate, about 25 different ways of playing a pair of cymbals, and some of them produce sounds as delicate as the swish of a swallow's wings. The *fortissimo* crashes produced by whanging the cymbals together with a sliding motion are the most familiar ones to the average listener simply because they are the most conspicuous. Their heroic clatter can drown out a phalanx of trumpets and trombones. But most of the time the cymbal player is occupied with a more subtle type of noise-making. He can get an entirely different kind of tone, for example, by clapping the cymbals together as hands are clapped in applauding. If he leaves the cymbals pressed together after the clap, he gets a dull, thuddy type of clash that sounds like a suddenly dropped dishpan. For extremely delicate clashes the cymbals are pressed together silently and released with a slight rub.

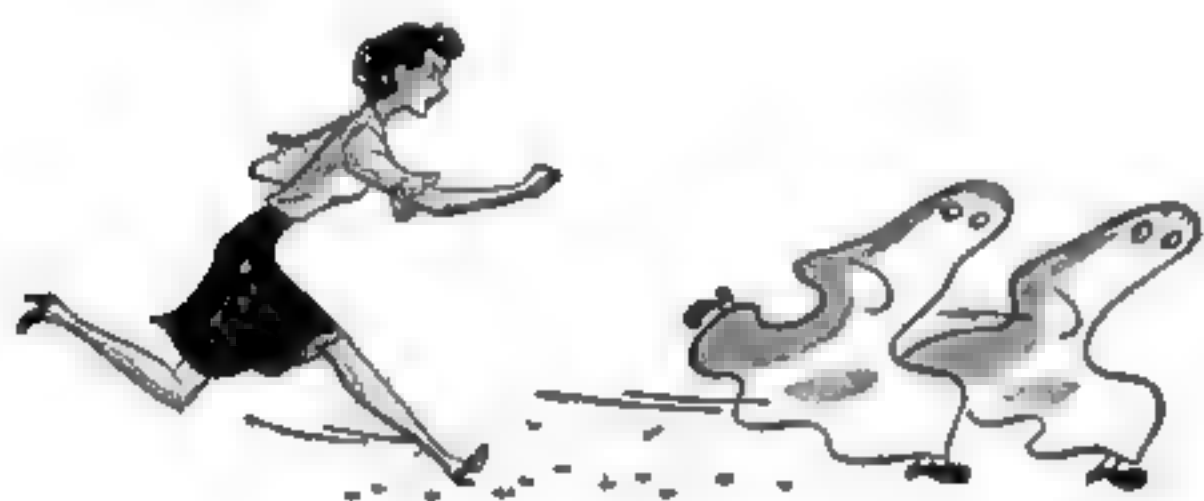
Sometimes Kiesow suspends a single cymbal in one hand and strikes it sharply with a wooden drumstick. Sometimes the drumstick has a tip made of soft sponge, which produces a sort of gossamer hiss. By suspending a cymbal on a specially constructed stand and playing a roll on it the way a snare drummer rolls on his drum, Kiesow can produce a sustained brassy roar that is probably the loudest noise in the whole orchestral vocabulary. An artistic cymbal player like Kiesow, of course, frowns with dismay on the old-fashioned band-drummer's habit of attaching a cymbal to a bass

CONTINUED ON PAGE 11

"Spooks, eh? I'll spook them!"

"Those nephews of mine—are they demons!"

"Latest escapade: playing spook with my precious Cannon Sheets. After I've been so careful to take wonderful care of 'em. (The sheets, I mean. Right now I don't much care about the nephews.)"



"Lucky I caught the culprits before any damage was done. Because while I could, should, and *would* mend any rips, it's smarter to keep 'em from *happening*!"

"What a lecture I gave! All about how it takes men and machines to make sheets. And how Uncle Sam can't waste *either*. And how we're all s'posed to make *everything* last!"

"So the boys gulped and said gee, they hadn't *known* it was so important to make sheets last. Oooh—but it is! Maybe some of my sheet-saving tips will be news to you gals too!"

Nope—Sheets Aren't Playthings!

Give your impish young strict orders: no pillow fights, no tugs of war with sheets, no tent making, no playing spook! As for you—don't use sheets or cases for laundry bags or dust covers!

Easy on the Beauty Stuff!

Tie up your be-curlered head so the curlers don't wear out the cases. Go easy on creams and such—they're hard to wash out, and *that's* hard on sheets!

Don't Be a Jerker!

Lady, be gentle—when taking sheets off the bed! Yanking strains the fabric—and *can* start nasty rips! Un-tuck the corners and *lift* sheets off!



Cannon Percale Sheets

Made by the Makers of Cannon Towels and Hosiery CANNON MILLS, INC., NEW YORK 13, N. Y.



★
FOR VICTORY
BUY U. S.
WAR BONDS
AND STAMPS
★

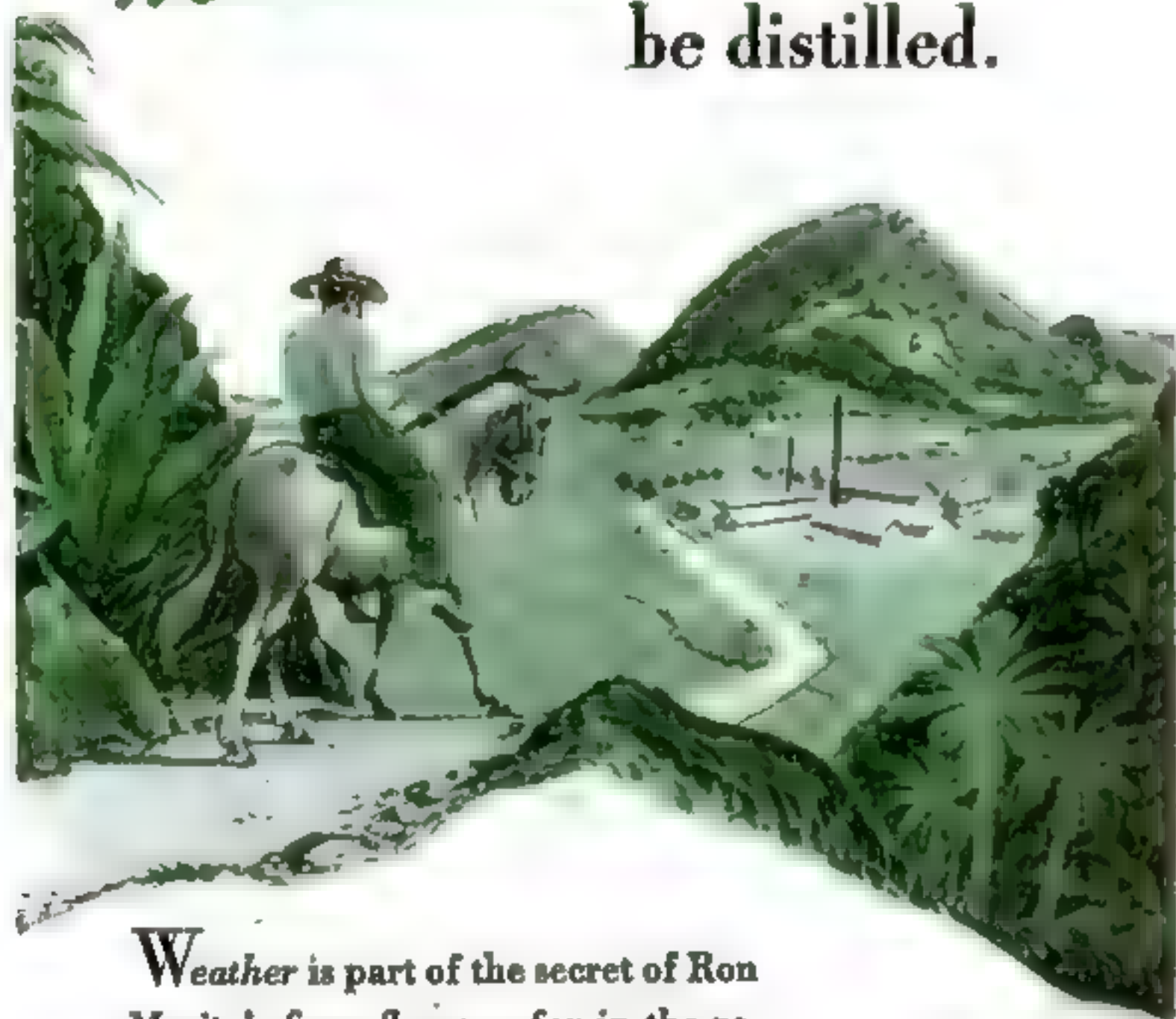
Do You Need (and I mean NEED) Sheets?

See Cannon Percale Sheets! They give you up-in-the-clouds luxury at down-to-earth prices. They're woven with 25% more threads than best-grade muslin sheets. They're lightweights—save at least \$3.25 per year per bed at average pound laundry rates. And they're real marathoners for wear!

Should a Problem Arise...

If your store can't give you just the size you want in Cannon Percales, ask to see Cannon's fine, upstanding Muslin Sheets—they're well-made, long-wearing, another real Cannon value! (Need towels too? Cannons for you!)

Only in the mountains of
Puerto Rico could this different
"mountain rum"
be distilled.



Weather is part of the secret of Ron Merito's finer flavor...for in the remote Puerto Rican mountain valley from which this rum comes, the conditions of sun, air, soil and water are *ideal* for rum distilling. If you haven't yet tasted a cuba libre, daiquiri or rum collins made with Ron Merito, you have a delightful surprise awaiting you—and prepare for compliments from your guests, too! There's a delicious difference in *any* rum drink made with this Puerto Rican rum that's mountain-distilled.



Ron
MERITO
THE PUERTO RICAN MOUNTAIN RUM

Available Gold Label & White Label. ©S. Priv. Writn for recipe booklet. National Distillers Prod. Corp., Dept. E-14, P. O. Box 12, Wall St. Sta., N. Y.

CYMBAL PLAYER (continued)

drum and playing it with a foot pedal. Kiesow is a strict classicist.

Like all first-rate cymbal players, Kiesow guards his cymbals with fussy solicitude, cleaning them carefully at intervals with Bon Ami and keeping them under lock and key when he is not using them. The bond between a cymbal player and his cymbals sometimes practically attains the strength of mother love. When Carl Ludwig, famous cymbal player of the Boston Symphony, resigned some years ago nothing could persuade him to be separated from his cymbals. Offers of fancy prices were unavailing. He took them with him, and the Boston Symphony was put to much time and trouble locating a new pair that were just right. Recently the New York Philharmonic Symphony found itself minus a proper pair of cymbals, though it had plenty of men who could play them. The Philharmonic finally had to hire a new cymbal player who did not necessarily play better than the other candidates, but who owned a pair of fine cymbals.

The fact is that cymbals satisfying symphonic and operatic requirements are exceedingly hard to come by. Not everybody can manufacture a cymbal. In fact nobody today manufactures fine cymbals but a single family of Armenians whose secret process has for generations baffled the metallurgists of the world. The family's name is Zildjian which, appropriately enough, derives from the Armenian *zil*, meaning "cymbal," and *jian*, meaning "maker." The Zildjians have been manufacturing cymbals since 1623, when Avedis Zildjian, a coppersmith who lived near Constantinople, discovered the secret.

Since then every cymbal player who wanted a first-class pair of cymbals has had to get it from the Zildjians. Nobody but a Zildjian has ever been able to duplicate a Zildjian cymbal. They have long been specified as standard equipment in U. S. and other army bands. And they are an absolute necessity to every well-stocked symphony orchestra and opera house in the world.

How to make a cymbal

Avedis Zildjian's cymbals were originally manufactured to be used in connection with the ceremonies of the Armenian Church. But about 150 years ago Prussian military bandmasters discovered them and began to import Zildjian cymbals from Turkey. It was not long before German, and then all European, orchestras began to demand the particular scintillating, silvery clash that only a Zildjian can produce. Meanwhile the Zildjian secret passed down from generation to generation, known only to the senior living male Zildjian. By 1850 Zildjian cymbals were world famous and imitators began to spring up. The imitations looked like, but never managed to sound anything like, real Zildjians. A methodical Czechoslovakian musical instrument manufacturing firm named Kohlert & Sons gave a couple of Zildjians to some crack German scientists for analysis. They announced triumphantly that they had discovered the secret and would manufacture a pair just as good as real Zildjians. They were so sure they even invited the senior living male Zildjian, a patriarchal old Armenian gentleman, to witness the pouring of the metal. He came, took one look, giggled, put his fez back on his head and walked out. Kohlert & Sons used up five tons of copper. But they never succeeded in making a Zildjian. Later a group of metallurgists at the Massachusetts Institute of Technology tried to solve the riddle with the same result. The American firm of Wurlitzer spent \$35,000 on another solution and then gave up.

The metallurgical formula for a Zildjian cymbal is simple enough. It consists of 80% copper, 20% tin, a dash of silver, and various chemicals which are mixed in while the metal is in a molten state. The secret, apparently, is either in the tempering or in some volatile chemical that leaves no trace in the finished product. It is not a secret for amateurs to fool around with. Some years ago one Karekin Zildjian, who was not the senior living male Zildjian, had the temerity to claim that he had learned the secret from working around the family shop. He undertook to make some cymbals on his own. The result was an explosion that blew Karekin's head off and sheathed his body in molten metal. Since Karekin's misfortune, all Zildjians have treated the senior living male Zildjian with added respect.

About the time of the first World War the life of the cymbal-making Zildjians became politically somewhat complex. Aram Zildjian, the senior living male Zildjian, tried unsuccessfully to blow up the Sultan of Turkey and had to flee to Bucharest, which for a time became the headquarters for Zildjian cymbals. When the time came for Aram to pass on the family secret, it happened that the next Zildjian in line was one Avedis Zildjian, a nephew, who had migrated to the U. S. Old revolutionary Aram, still a fugitive from the Turkish police, spoke no English. But he managed to get to America,

CONTINUED ON PAGE 50

A NUT'S

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ELASTIC STOP NUTS

fast to make things last

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THE BOLT BY
THE ACTION OF
THE GRIPPING
RED COLLAR.

THE COLLAR
IS ELASTIC,
THE NUT CAN BE
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THREADS TO FIT ANY STANDARD
TYPE OF BOLTS.

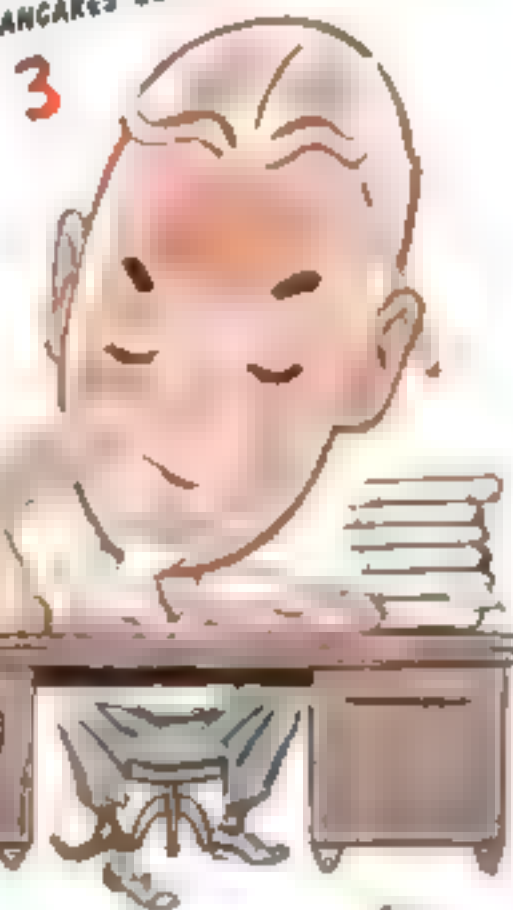


O.K.'D FOR THE RESPONSIBLE JOBS. "Blue Brutes," the Worthington Pump and Machinery Corporation calls them. They're the line of rock drills, paving breakers, other construction air tools, and portable air compressors. The work they do is as tough and shattering as any found in industry. Fastening such equipment is no job for ordinary nuts. They couldn't last. But Elastic Stop Nuts are O.K. They stay put, come what may in the line of shocks and vibration. That's why "Blue Brutes" are fastened with them.

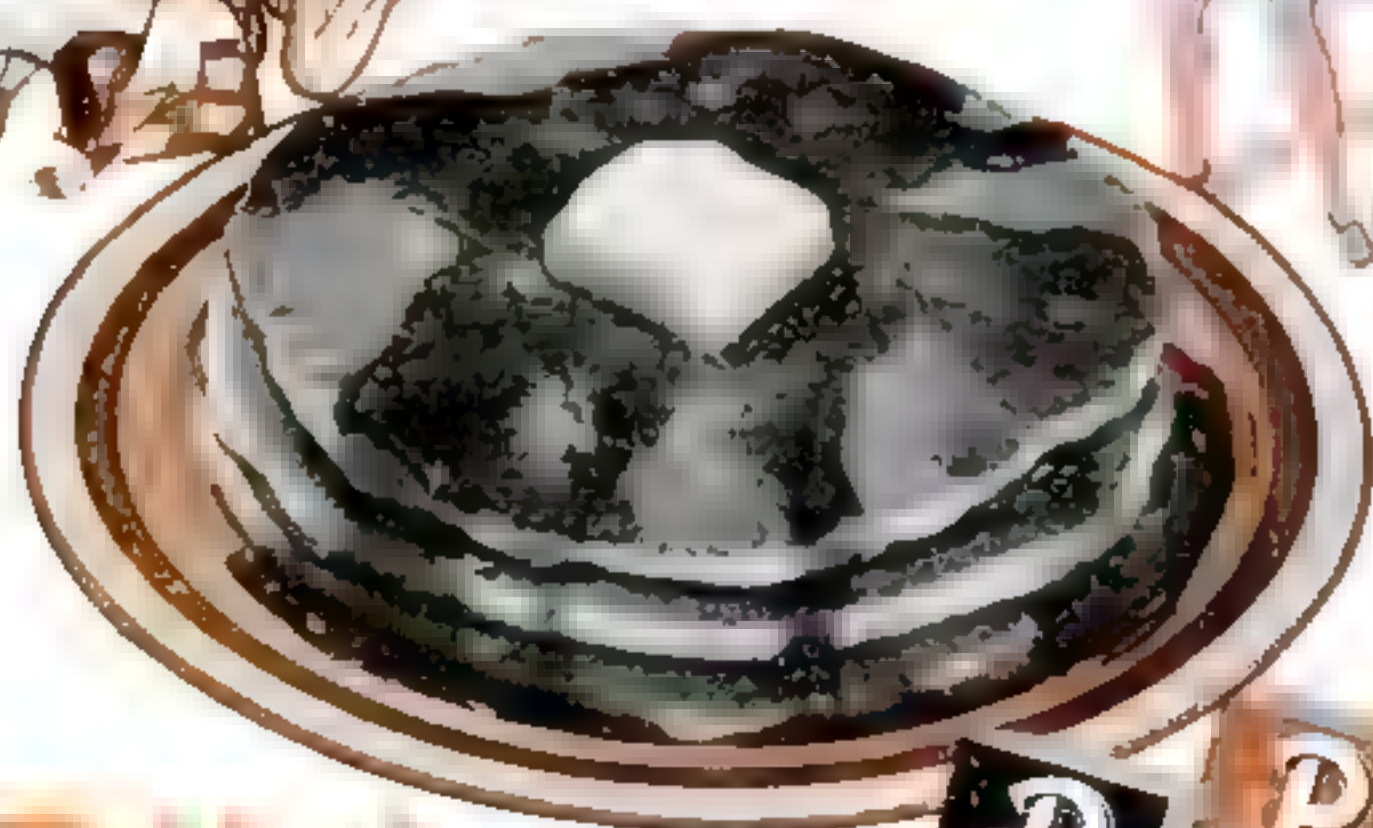
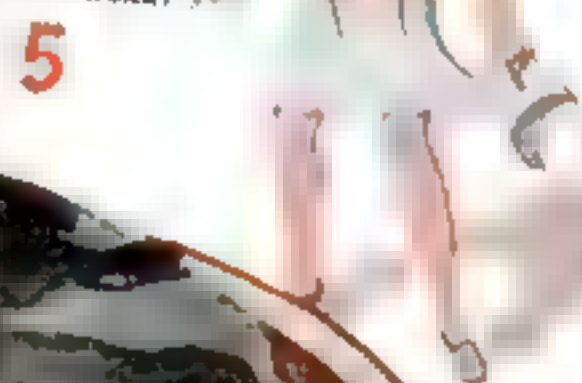
ON, GATHER 'ROUND. STUDENTS, THE FACULTY'S MEETING.
TODAY WE DISCUSS THE ENJOYMENT OF EATING.
YOUR DEAN, KERNEL WHEAT (IT STANDS TO REASON)
SUPPLIES THE GOOD FLAVOR FOR PANCAKES SO PLEASE



2
I'M COACH. KERNEL CORN. I'M RIGHT ON THE TEAM
TO FURNISH THE TANG TO BUILD A GREAT TEAM.
A CULTURAL TOUCH. LENT BY MR. KERNEL RICE.
MAKES PANCAKES DELICATE, TENDER AND NICE



HOW ALL OF YOU BOYS
HAVE YOUR OWN APPEAL,
BUT IN COMBINATION,
YOU'RE REALLY IDEAL.
THAT 4 KERNEL FLAVOR
MAKES PANCAKES SO PERK
A GOOD JUST CAN'T KEEP
HER MIND ON HER WORK!



Ready-Prepared ... Plain or with Buckwheat



where he and Avedis opened a factory in Quincy, Mass. The senior living male Zildjian, and sole possessor of the family secret, is now Avedis Zildjian, gray factory built, and sole possessor of the family secret, is now lathes and a rolling mill. He is still making cymbals in a one-story, of Sergei Koussevitzk. He is still making cymbals in a one-story, listen to the Boston Symphony. He is still making cymbals in a one-story, The cymbals used by Koussevitzk are of a gas oven, a crucible, electric vintage than those made by the family was still in Turkey. frequent patron of the concerts of conservative, old-fashioned Turkish to American Zildjians. Be goes there mainly to Zildjians have special associations. He goes there mainly to clashing obbligato to the voices of Gera. Enrico Caruso, Feodor Chaliapin, Maria immortals of opera's last golden age.

"Conductors," says Bob Kiesow, flourishing an earlier cigar, "don't really know anything about cymbals. They know what sort of a sound they want, but they leave the work of producing it up to Kiesow. When he started his career in the Metropolitan pit 24 years ago he sweated blood getting the cymbal just right. Now, at 66, he has seen scores of conductors come and go, and knows beforehand practically everything a conductor is capable of imagining in the way of a cymbal tone. So he doesn't have to take it easy.

He lives with his invalid wife in a trim little house in Jamaica. Two daughters have long since grown up and a son Robert Jr. is a sergeant with the U. S. Army in England. Kicsow, sparely built and spry for his years, putters an elaborate carpenter shop, mending fences, building trellises, birdhouses and repairing his drumsticks and other things. His favorite hobby is surf-fishing on the south shore of Long Beach where he casts for flounder and fluke and catches blue crabs. His greatest passion is for cigars ("anything from cabbages to cigars" which he smokes incessantly. Other musicians claim that he plays the cymbal part of a new opera mainly in order to find out which cigars he can smoke through it.

Kiesow looks at life strictly from a cymbal player's point of view. Fundamentally he regards it as just one clash after another, never in his life attended an opera for pleasure. His favorite is *Tristan*, because it is the one in which he works the most smoke the most cigars and play the most gin rummy. Of a solitary temperament, he never hobnobs with the Metropolitan singers or conductors. He loves homely aphorisms, which he puts up himself. His favorite is: "Do your job, mind your own business and you'll never get into any real trouble."



Birdhouse building absorbs most of Karsow's time at home. He gives his neighbors. The house in the rear right is his masterpiece, will accommodate

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for these two things:
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and today's wartime help!"



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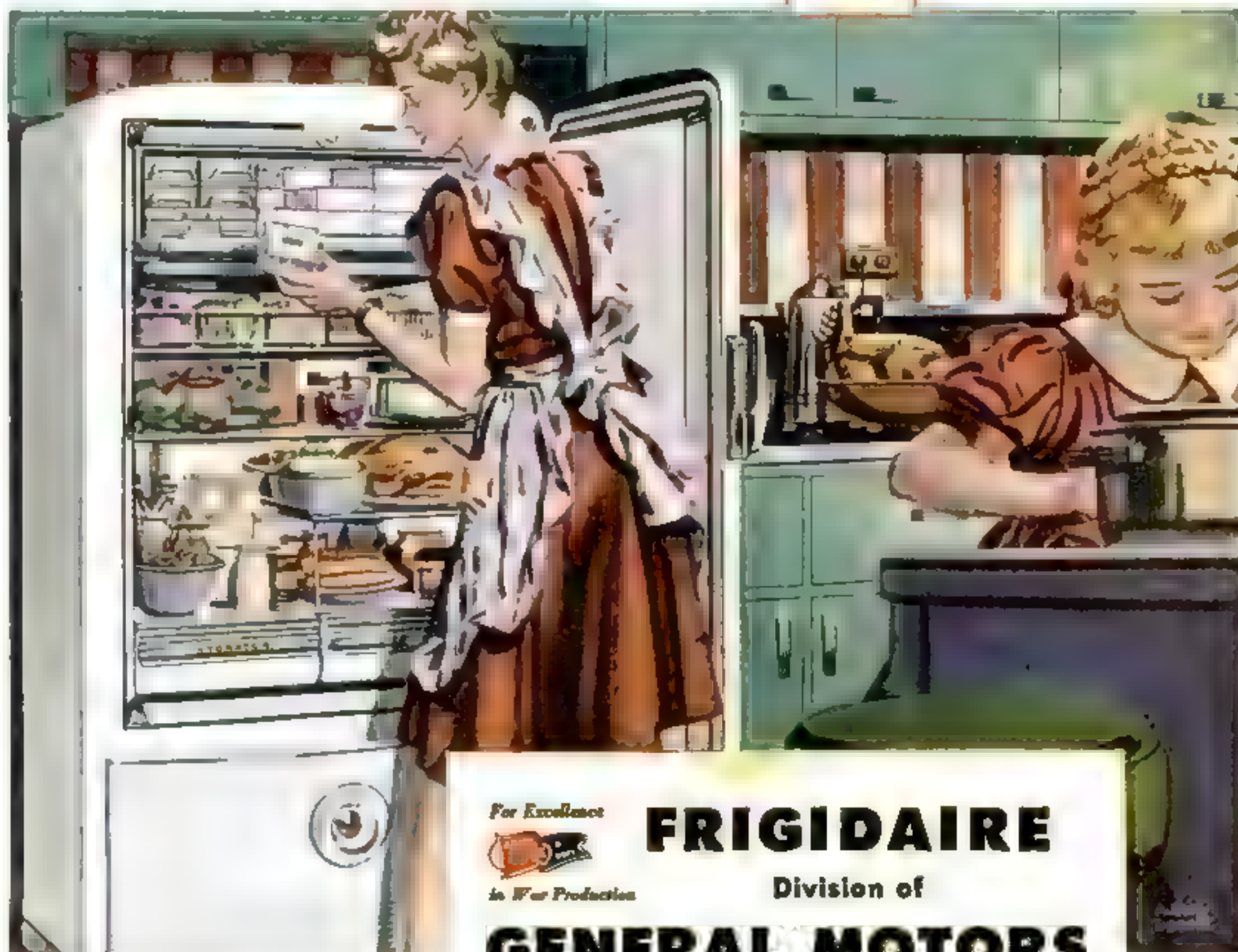
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Report from

In every state that essential drivers are rolling up mileage over it is truly "the finest example of the

"After driving four Goodyear synthetic tires 15,000 miles, I have yet to see any more wear than normally shown by prewar tires."
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"Received about 30,000 miles of trouble-free service from my set of Goodyear synthetic tires before having them recapped."
Robert Connerley, Missouri

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Cervellia Taxi Service
Cervellia

"I am well pleased with the service from my set of Goodyear synthetic tires — 27,000 miles to date and still running."
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James P. Daires, Aberdeen

"Recent checkup shows two Goodyear synthetic tires have given us 18,000 miles without any trouble and are still going."
John W. Isbell, Reno

"Using a Goodyear 6.00-16 synthetic in delivery service, 70 to 100 stops per day. Still very good at 16,000 miles."
Alvin Robbins, Ogden

"I've driven two Goodyear synthetic tires 20,000 miles over dirt roads and they look good for as many more. They're tops."
Carl O. Earley, Colorado Springs

"After 10,000 miles over all types of roads my Goodyear synthetic looks good for another 20,000. Never off the wheel."
Kenneth Headley, Broken Bow

"Have had unusually good service from two Goodyear synthetic tires. After 30,000 miles they are not smooth enough to warrant recapping."
J. L. Wilson, Kansas

"My Goodyear synthetic tires have traveled 24,000 miles over hilly country, rough roads and are only three-fourths worn."
O. H. Morgan, Stockton

"After 20,000 miles my Goodyear synthetic tires do not appear to be more than half worn. As a visiting nurse I travel all roads."
Clara Yones, Phoenix

"Carrying mail, I average 350 stops per day, mostly on gravel roads. My Goodyear synthetic is still going at 31,871 miles."
C. J. Picken, Las Cruces

"Have 24,473 Goodyear synthetic tires carrying six passenger war plant. Show 10,000 more before recapping."
D. E. Burns

"Perfect service for 27,134 miles two Goodyears has changed my opinion about synthetic tires."
George C. Miller

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PEOPLE RIDE ON
GOODYEAR
TIRES
THAN ON ANY
OTHER KIND

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"The following reports are typical:

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year synthetic
21,762 miles
have approx
one-half their
tread left"
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"Better service from
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tires than other makes.
Records show 27,000
miles to date on set
still in service."
Checker Cab &
Transfer, Madison

of our squad cars is
ipped with two Goodyear
thetic tires that have now
e about 29,000 miles on
types of roads."
Martin Duffy, Chief of Police,
Clinton

"We have run one set
of Goodyear 4.00-16
synthetic tires 27,000
miles before recapping—
splendid service."
Frank Ketter,
Wilmette

"Have 30 Goodyear syn-
thetic tires on our cabs
that have averaged 20,000
miles each. Six have gone
40,000 with two recaps."
Plaza Cab Co.,
Kansas City

"Service from my Good-
year Du Luxe synthetic
tires has been a pleasant
surprise — 20,000 miles
of perfect performance"
H. C. May, Little Rock

"Have driven my Good-
year synthetics 37,000
miles over all types of
city and country roads
and there is still a lot
of tread left."
J. N. Rogers,
West Monroe

"Very happy with
service from Good-
year synthetic tires.
Have driven two
for 20,000 miles
and expect 12-
15,000 more with
recaps."
W. A. Saxley,
Jackson

"Our records show
Goodyear synthetic
tires are averaging
25,000 miles before
recapping; some have
exceeded 30,000
miles."
Whitman's Cab Co.,
Birmingham

"Goodyear synthetic
tires are a real prod-
uct — one of ours has
now gone 20,000 miles
and looks good for
10,000 more."
N. W. Rushing,
Savannah

"My Goodyear synthetics are aver-
aging 23,000 miles before recapping,
better service
than I get from
other makes."
Gordon F. Smith,
Bridgetown

"We've given Good-
year synthetics a thor-
ough test; some are
still going strong after
20,000 miles without
any sign of trouble."
W. J. Howell,
Saginaw

"Two Goodyear syn-
thetic tires on the
rear of my taxi
have gone 24,000
miles, better than
average service in
very hard use."
Adam Singletary,
Peru

"Two Goodyear syn-
thetic tires have given
me in excess of 33,000
miles on gravel and
paved roads. As you
say, it must be 'know-
how.'"
H. F. Crawford, Lima

"Thought you would
like to know about
two Goodyear syn-
thetic tires I have driven 23,000 miles
and they are not 50% worn as yet."
Lloyd Bowling, Louisville

"Well pleased with service from two
Goodyear synthetic tires. After 26,338
miles about one-third of tread is still
left."
Oliver Smith, Covington

"My two Goodyear synthetic
tires are just about smooth
enough to recap after going
over 22,000 miles."
Everett Murray, Morgantown

"Have driven a Goodyear synthetic
tire 22,000 miles in defense work.
Still has good tread design showing."
William B. Ragland, Richmond

"Pleasure to report fine serv-
ice from Goodyear Du Luxe
synthetic tire. Now gone
17,000 miles and only half
worn."
Thomas V. Wicker, High Point

"Records kept for ODT
show 20,000 miles on my
two Goodyears. My doubts
about synthetic tires dis-
sipated."
D. W. Kargle, Langley

"To date have driven my Goodyear
synthetic tires 42,246 miles in log-
ging work, without damage to any
of them. Treads 90% worn."
LeRoy P. Dow, Dover-Foxcroft

"17,000 to 18,000 miles from Good-
year synthetics compares favorably
with service received from pricier
tires."
Francis W. Burke, Rutland

"Glad to recommend Goodyear syn-
thetic tires. Mine have gone 30,000
miles and are good for three or four
thousand more."
Sarra G. Myers, Manchester

"In veterinary service I travel
country roads and fields. My first
Goodyear synthetic tire still has
tread after 25,000 miles."
James H. Eantis, Brownsville

"With some uneasiness we tried six Goodyear synthetic tires.
Mileages have ranged from 22,000 to 28,000 before recapping."
Frank McCann Corp., Boston

"Last inspection shows 18,000 miles average for Goodyear syn-
thetic tires on our fleet. Do not need recapping yet."
Fairmont Taxi, Woonsocket

"Accurate check shows my set of Goodyear synthetic tires
have gone 22,000 miles so far and I expect to get a good
many more."
William Curtin, New London

"Measured the tread of my Goodyear synthetic tire after
15,000 miles and surprised to find it only half worn."
Knollin S. Cox, Wrentham

"Doubting Thomas' about synthetic tires, but Goodyear's
average of 15,260 miles on our 12 taxis convinces me."
William Fisher, Wilmington

"My four Goodyear synthetic tires have now gone 12,000
miles. Treads are in excellent condition."
Harry S. Cohen, Baltimore



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GOODYEAR

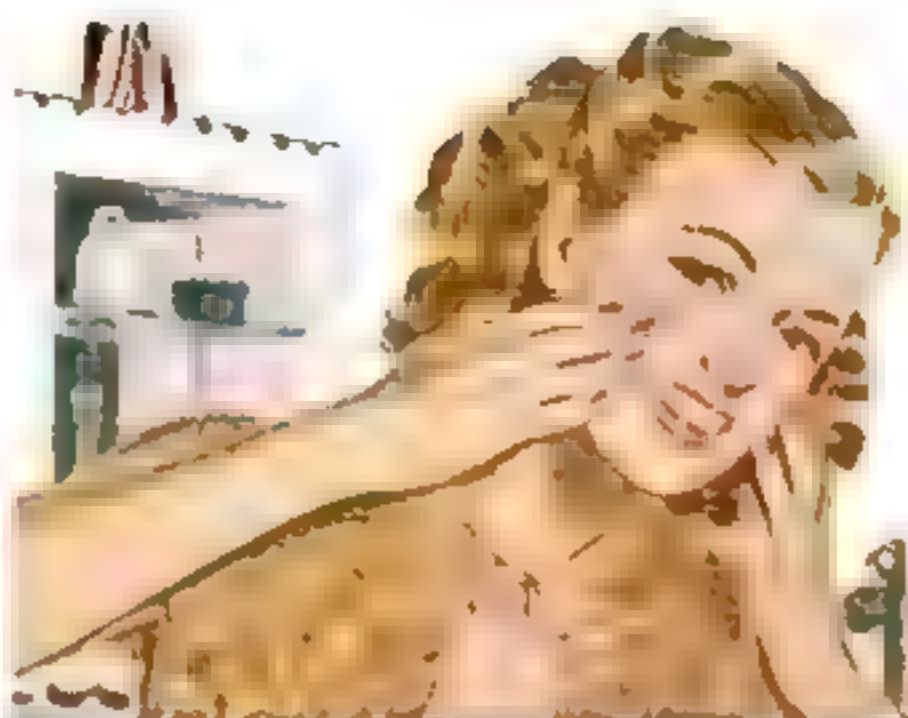
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14-Day Palmolive Plan tested on 1285 women with all types of skin!



"My complexion had lost its soft, smooth look," says Virginia Galt, a Secretary, Oak, Calif. "So I started using Palmolive Soap. After 14 Days Palmolive Plan—along with 1284 other women of all ages, I noticed the difference! My group reported to a Los Angeles skin doctor. Since we had dry skin, some of us were given a Palmolive Plan to use at home for a few days."



"Here's the proved Palmolive Plan: I washed my face 3 times a day with Palmolive Soap. Then—each time—for a full 60 seconds—massaged onto my skin Palmolive's lovely soft lather, as you would a cream. Then rinsed. This cleansing massage brought my skin the full, beautifying effect of Palmolive's lather. After 14 days, my doctor confirmed what my mirror told me—my skin was brighter, finer, less oily! You must try this wonderful plan."

YOU, TOO, may look for these skin improvements in only 14 Days!

- ★ Brighter, cleaner skin
- ★ Finer texture
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- ★ Less dryness
- ★ Less oiliness
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- ★ Fresher, clearer color

All 30 doctors proved that 2 out of 3 of all the 1,285 women who tested the Palmolive Plan for you got many of these improvements in 14 days. Now it's your turn! If you want a complexion the envy of every woman—the admiration of every man—start this new *proved* way of using Palmolive Soap tonight. In 14 days, you, too, may look for fresher, brighter, lovelier skin.

DON'T WASTE SOAP! Soap uses vital materials that are needed to win the war.



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IT'S NEW! IT'S BIG! BATH SIZE PALMOLIVE!
Use it for tub or shower. Solid. Thrifty. Long lasting.



OF HER APPEARANCE 18-YEAR OLD DIANA LYNN SAYS: "NOT THAT I WOULDN'T LIKE TO BE GLAMOROUS, BUT I CAN'T BE AND I WON'T BE, NOT IF I LIVE UNTIL I'M 35!"

DIANA LYNN

At 18 she plays her first big role
in "Our Hearts Were Young and Gay"

Diana Lynn's junior miss prettiness first impressed moviegoers when they saw her as Ginger Rogers' caustic, scientific roommate in 1942's *The Major and the Minor*. Since then Miss Lynn has made four pictures, including *The Miracle of Morgan's Creek*. Now, with the release of *Our Hearts Were Young and Gay* (see next page), she appears in her first starring role.

Diana Lynn's first contact with the movies came four years ago when she played piano accompaniment for a violinist auditioning for a part in *There's*

Magic in Music. She, and not the violinist, got a part in the movie. Now 18, Miss Lynn, who was born Dolores Lochr in Los Angeles and is called Dolly by friends, still practices the piano. At one time she planned to become a concert pianist. Now she hopes to develop into a fine comedienne. Her main extravagance out of her salary (reputed to be \$700 a week) is hats. Of her role in *Our Hearts Were Young and Gay* she says: "I just loved that part. I was so tired of always playing somebody's little sister."

MOVIE OF THE WEEK:

Our Hearts Were Young and Gay

Our Hearts Were Young and Gay tells of a trip that its authors, Cornelia Otis Skinner and Emily Kimbrough, took to Europe in 1923. Full of bright humor and the searching sadness of girlhood, it was among 1943's best sellers. The movie which Paramount has made from *Our Hearts Were Young and Gay* manages to preserve the book's quaint but fresh charm.

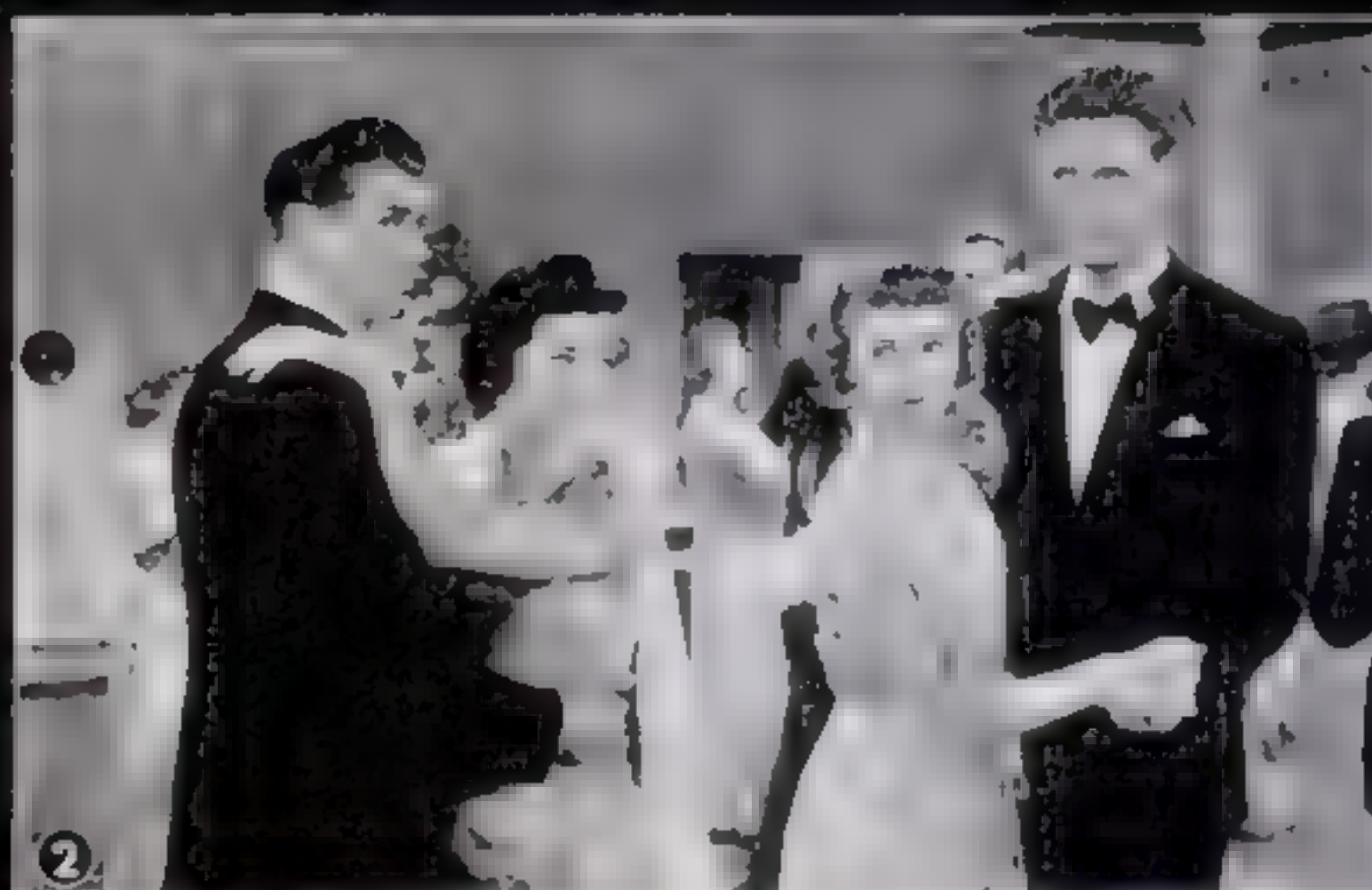
Cornelia Otis Skinner, the actress-actologist-

author daughter of famed Actor Otis Skinner, and Emily Kimbrough, went to Bryn Mawr college together for one year. In the summer of 1923, after Miss Skinner's freshman year, they went off to Europe as was the custom with young girls of nice families. The trip became a series of hilarious and sometimes embarrassing adventures. "Funny," said Miss Skinner, "attracts interest as blue serge attracts lint."



1

En route to Europe are Cornelia Otis Skinner (left) and Emily Kimbrough. Here Cornelia unwittingly wanders off with the handbag of another passenger hooked to her coat hanger.



2

At ship's dance Cornelia finds Avery Moore, her football-hero rival. Emily meets Dr. Tom Newhall. Here girls are embarrassed when money-pockets under skirts lump boys' legs.



3

Excusing themselves for a moment, girls frantically rush back to their stateroom where they take off the embarrassing money-pockets which their mothers insisted that they wear.



4

The ship's pool—betting on ship's run—misleads Emily. She enters it and immediately gets dressed in a bathing suit. When a lifeboat drill is held, she is caught in bathing suit.



5

Handbag Cornelia took by mistake is returned surreptitiously but put in wrong suitcase—that of rightful owner's companion. Owner, left, blames companion, says she is crazy.



6

Cornelia comes down with measles as they are about to reach England. Dr. Tom Newhall, who makes diagnosis, joins in on a scheme to get her past the British health inspectors.

In the movie, Diana Lynn plays the role of Emily and Gail Russell plays Cornelia. Nostalgic but sprightly, the film will delight all those who remember the 1920s with affection. Its funniest moments come when the two young Americans become involved in a brawl with the staff of a Paris hotel. The Americans fight with their hands, Marquis of Queensberry style. The French fight with their feet, *sacate* style. The brawl is one of the most uninhibited and original in the history of the motion pictures.



7 Swathed in veils, Cornelia appears before health inspector. Barely able to walk or talk, she nevertheless manages to get measles by the inspection



8 In London lodging girls are told to have twopence ready for "geezer" when they take bath. Here they hand money to man who they think is "geezer"



9 Girls discover "geezer" is "geyser," the water heater. Emily dashes out to get change from a bus conductor, has a free ride before she finally gets it.

CONTINUED ON NEXT PAGE

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National Life 5-Star Annuity Can Give You
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IF YOU'RE in an occupation covered by Social Security—discover for yourself how easy it is to combine your Social Security with a Lincoln Life 5-Star Annuity and assure a substantial Retirement Income of \$150 a month for life—and at a moderate cost.

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The Bendix fits perfectly in kitchen, bathroom, utility room or laundry. Thoroughly tested—with more than 300,000 Bendix machines in daily use. Join the millions of husbands and wives who are planning to own a Bendix. Ask your Bendix dealer to put your name on his list, today! Bendix Home Appliances, Inc., South Bend, Indiana. Not affiliated with any other organization of similar name.

Tell him what it Does!

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A Magic Click! And the Bendix automatically fills itself; washes, rinses, damp-dries; cleans, empties and shuts itself off!



Exclusive Bendix Tumble action, dips clothes in and out of suds 60 times a minute.

Pre-War Tested! The amazing Bendix is being used daily by the Army, and the Navy, and by over 300,000 housewives.

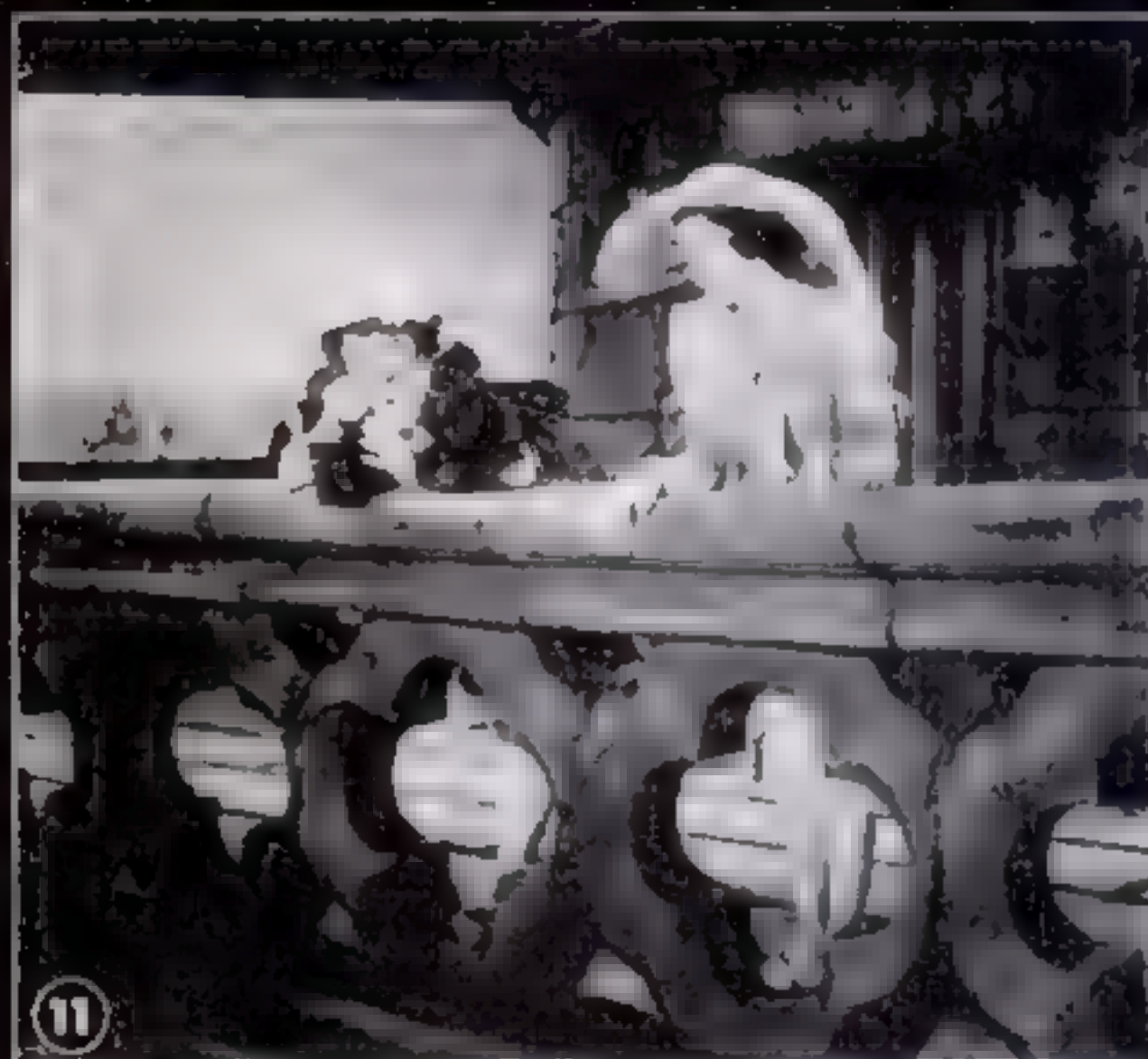
Your Bendix dealer is listed in the classified section of your phone book.

BENDIX automatic **Home Laundry**
BENDIX PIONEERED AND PERFECTED THE AUTOMATIC "WASHER"

Diana Lynn (continued)



The fussy white coats which the girls buy leave rabbit fur on everything when they go out to dinner at swank restaurant with Correlia's parents.



In Paris the girls visit Notre Dame, are accidentally shut in, over-eggs, lose down hats, voices, dresses, signals for help. Nobody comes to run.

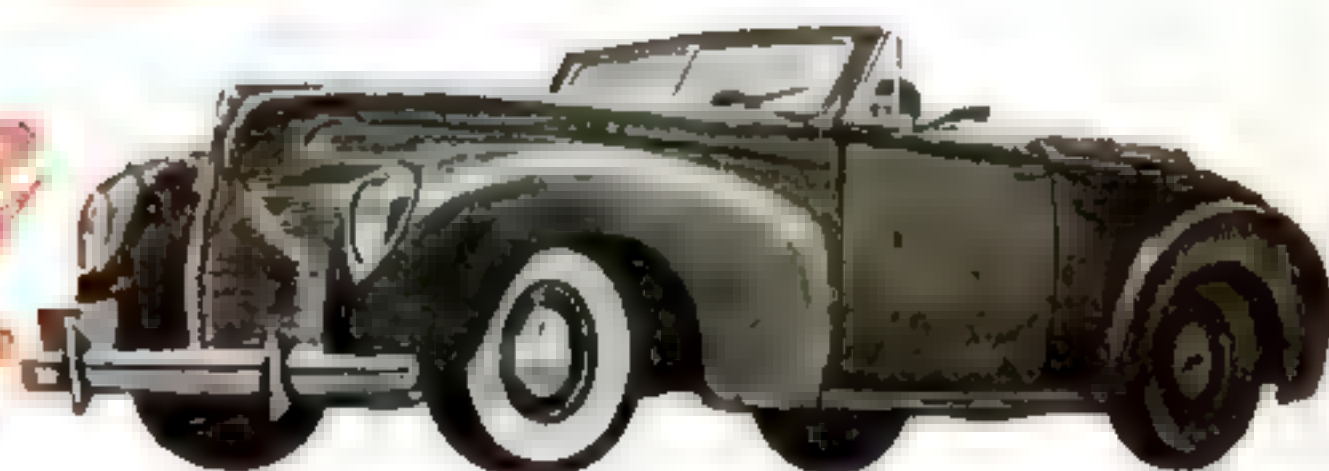


Locked in the tower, the girls spend night in terror. They return to their hotel, say goodbye to Tom and Avery and gaily sail back home to U.S.

*Teams must be served
with PRESTONE anti-freeze*



... Before this one



ALL BRANCHES of our fighting forces and our Allies must receive "Prestone" anti-freeze in sufficient quantities before the civilian is served.

It takes millions of gallons of "Prestone" anti-freeze to fill these needs. Civilians, as a result, are drawing their supply of "Prestone" anti-freeze this fall from a curtailed supply.

The War Production Board, assisted by the Anti-Freeze Industry Advisory Committee, has worked out a state allocation distribution plan for all types of anti-freeze this year. Under this arrangement, there should be an ample supply of anti-freeze to go around. There may be many localities, however, which can't get all the "Prestone" brand anti-freeze they require.

One shot of "Prestone" anti-freeze lasts all winter. It won't evaporate, boil away, or lose effectiveness through "foaming." Protects against rust and corrosion.

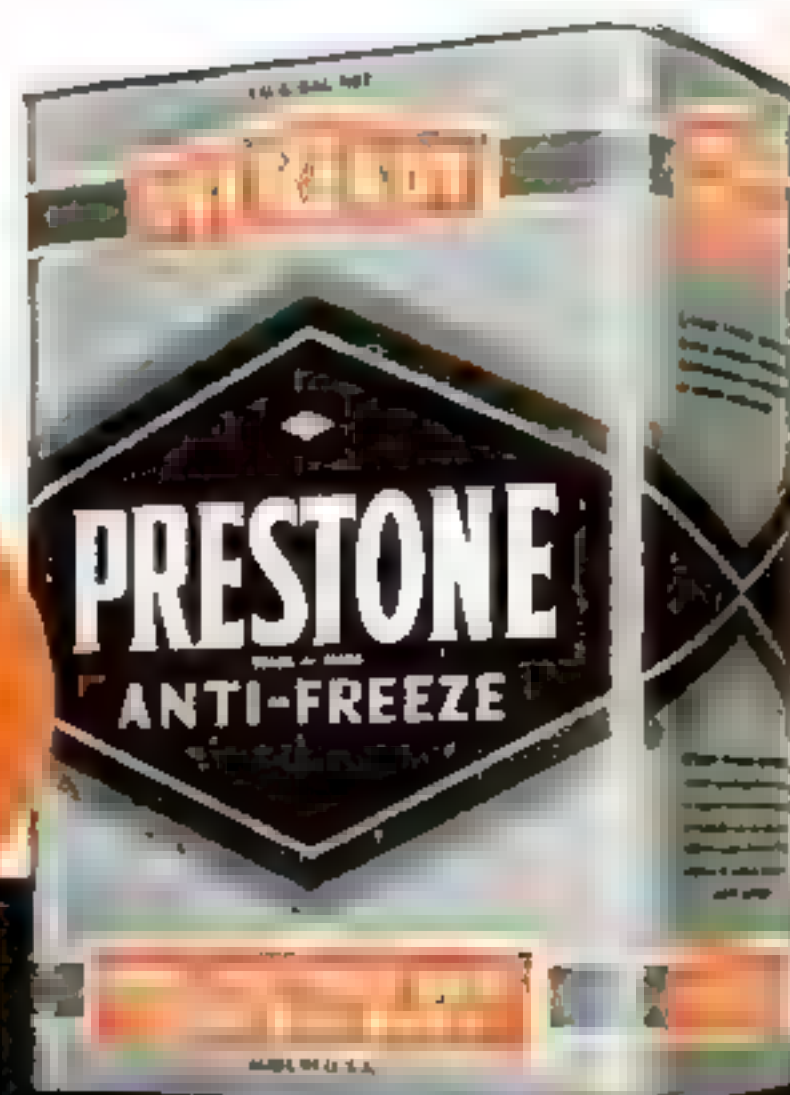
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The registered trade-marks "Eveready" and "Prestone" distinguish products of National Carbon Company, Inc.

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SOLDIER-ARTIST ULFERT WILKE SKETCHES A PORTRAIT OF PRETTY
CAROL PARKER ON CAST OF A SOLDIER AT SCHICK GENERAL HOSPITAL





Illustrated map of California is drawn on the cast of S/Sgt. Troy M. Stansell. Pvt. Wilke sketches in pencil, outlines in black ink, fills in colors with "fresco" paint.

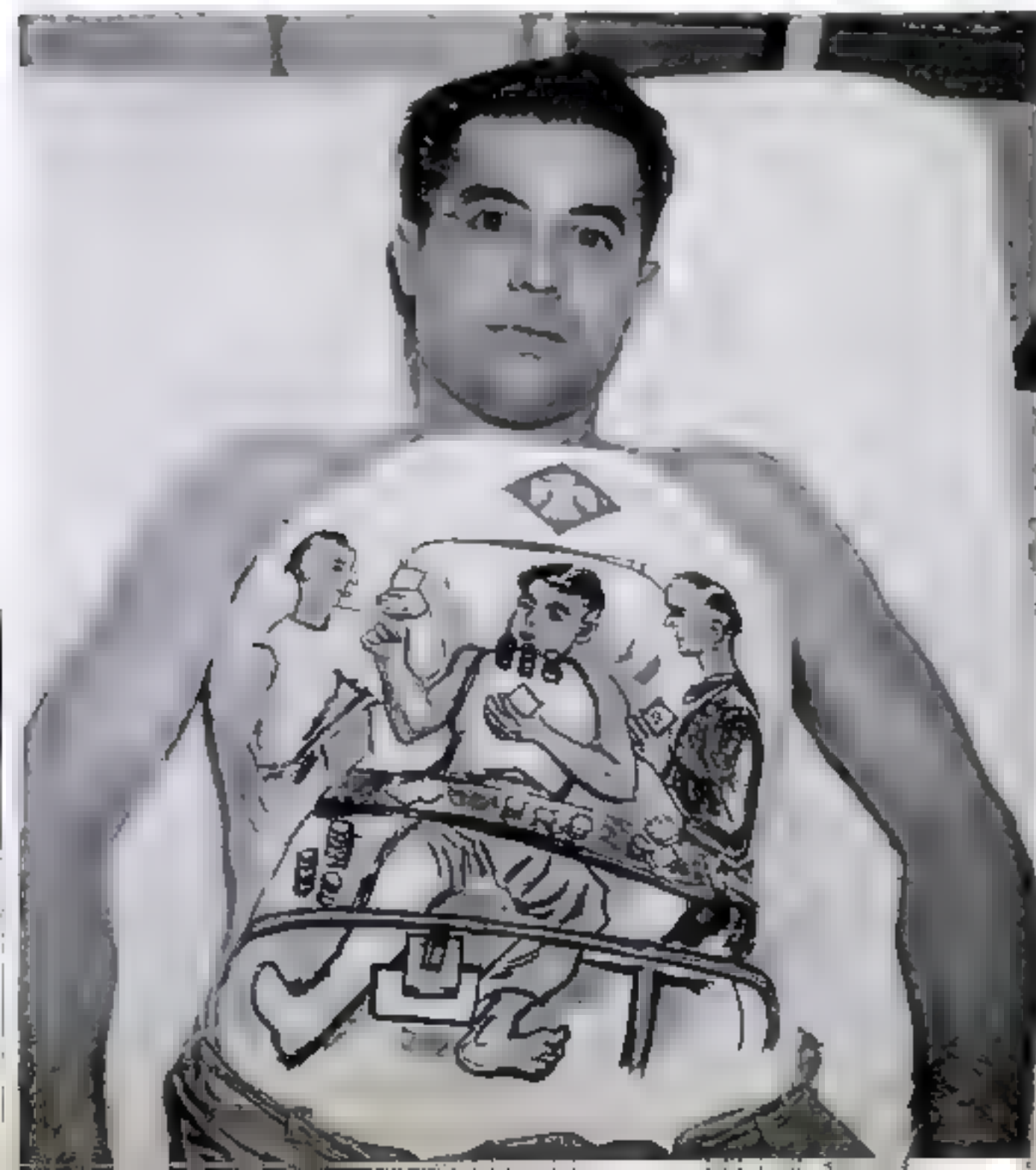
PLASTER CAST ART

Hospitalized soldiers have themselves decorated

When an artist sees an expanse of white space he usually gets the urge to decorate it. As an artist Pvt. Ulfert Wilke, 37, former head of the Art Department of Kalamazoo College, suffers from this urge. Right now he is director of art activities at Schick General Hospital, Clinton, Iowa. For a while he was content to give an orthodox kind of art instruction. Then one day he had the idea of sketching a beautiful nurse on an injured soldier's plaster cast. When the sketch was finished the soldier was so proud of his decorated cast he walked around all day without a shirt.

Since then Pvt. Wilke has done a roaring business in plaster cast art. At no charge to the patient he sketches pin-up girls, unit insignia, illustrated maps, caricatures—anything the soldiers want. When he needs a model he picks a girl like Carol Parker (opposite page) who works at the Post Exchange soda fountain. Sometimes, when he is sketching, he teaches patients how to draw. They can then decorate the casts of their buddies. When the casts are at last taken off, the soldiers usually send them home to their families as souvenirs.

A hospital poker game is on the cast of Pfc. Leonard P. Schnaf. He fought on the Anzio beachhead. His present hospitalization is the result of an old automobile injury.



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THEY also serve...
who BUY and HOLD War Bonds

California Grape Brandy 84 Proof. Cresta Blanca Wine Company, Inc., Los Angeles, Calif.



IN UTAH THE COLORADO (RIGHT) JOINS ITS BIGGEST TRIBUTARY, THE GREEN. BOTH RIVERS ARE HEAVY WITH MUD AS THEY SCOUR THE CANYONS DEEPER

THE COLORADO

A WILD AND BEAUTIFUL RIVER IS PUT TO WORK FOR MAN

Photographs for LIFE by Dmitri Kessel

The Colorado River, fifth longest in the U. S., is probably the wildest and most violently beautiful in the world. It is certainly one of the most useful. The expanding economy of the whole southwestern corner of the U. S. depends on it.

At its source in Rocky Mountain National Park (see opposite page) the Colorado is clear and cold, fed by melting snow and dammed by beavers. As it flows southward, it gains strength and becomes yellow

with mud. For 1,000 miles it rushes through a steep-walled gorge, which for an unbelievable 217 miles is called Grand Canyon. By the time it empties over great tidal flats into the Gulf of California it is broad and sullen, only partly controlled by levees.

The strength which makes the Colorado dangerous is what makes it useful. The deep canyons it has cut are probably the best natural dam sites in the world. The river is first harnessed at a point about two

thirds of the way from its headwaters, at Boulder Dam. Behind the dam a great blue lake, filled by the muddy river, turns the turbines which supply electricity to the war industry of the southwest. Below Boulder the river is plugged at Parker Dam, where part of it is drawn off to supply Los Angeles with water. Farther down, at Imperial Dam, it is tapped by canals which water one of America's richest agricultural areas, the Imperial and Yuma-Gila Valleys.



THE SOURCE of the river is this icy stream filled with speckled trout, 10,000 feet high in Rocky Mountain National Park in northern Colorado and a mile west of the Continental Divide. The waters from snow-fed mountain springs are held back briefly by a

beavers' dam (foreground) before plunging on their 1,445-mile journey to the Gulf of California. The river has many colors on its course, but here it is a clear, exhilarating blue. This whole region is a paradise for fishermen who can fill their creels in a few minutes of casting.

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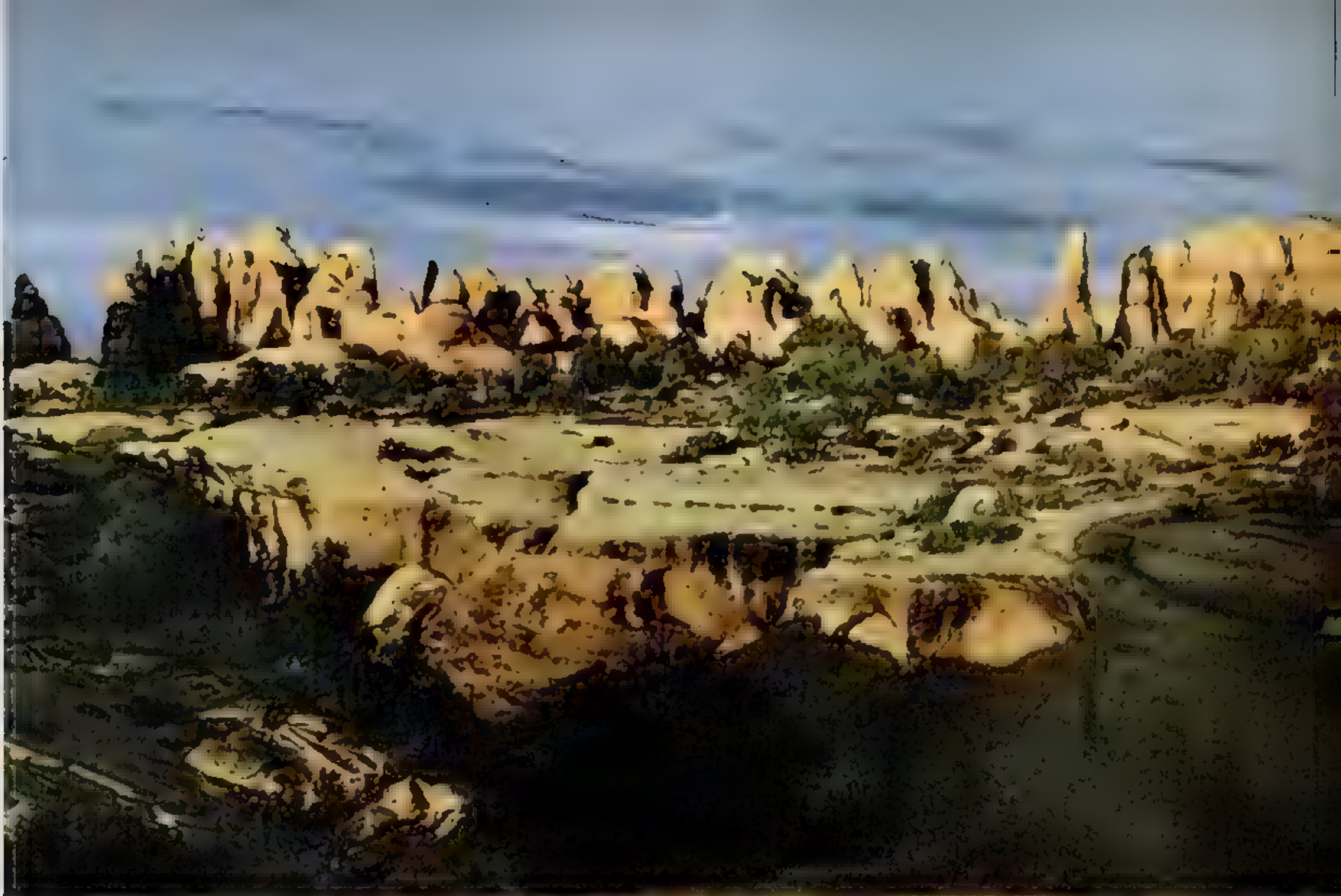
"THE LAND OF THE STANDING ROCKS" is the name sometimes given by early travelers to the desolate Utah highlands near the junction of the Colorado with its big tributary, the

Green. It is a weird, stark and strange, beautiful land where human beings rarely come. Only a few Indians, after wading through the cliffs, searching for pools of sweet water



ABOVE THE JUNCTION of the Green and Colorado Rivers are high, dry plains which support some scrubby sagebrush and a few herds of sheep. The Green River, famous in days

of the early trappers, comes 700 miles from its source below the Tetons Range of Wyoming. The Colorado was called the Grand Canyon time, but was renamed by the student of Colorado.



SUNSET IN THE BADLANDS turns the cracked and eroded rock towers into a thousand hues of red, saffron, and brown. LIFE Photographer Dmitri Kessel traveled nearly two days

on horseback to reach this spot near the mouth of the Green, one of the least-known regions of the U.S. He was guided by cowboys who rarely venture so far except to hunt lost steers.



WIND EROSION has carved twisted arches in the brownish sandstone rocks which border the rivers. For many miles along the Colorado there is no vegetation and scarcely any soil

—only vast expanses of bare, tortured rocks, desiccated plants and narrow winding canyons with always more naked rocks standing up against the horizon as far as the eye can see.



A RED WATERFALL plunges down a cliff to join the Colorado near Moab, Utah, where the towering rocks are heavily impregnated with iron. Hundreds of streams carry so much silt

into the Colorado in this region that from the air it looks like a stupendous streak of rust. There is gold along the river too, but it is hard to get. Kessel saw many abandoned mines.

RIVER'S HISTORY IS LONG

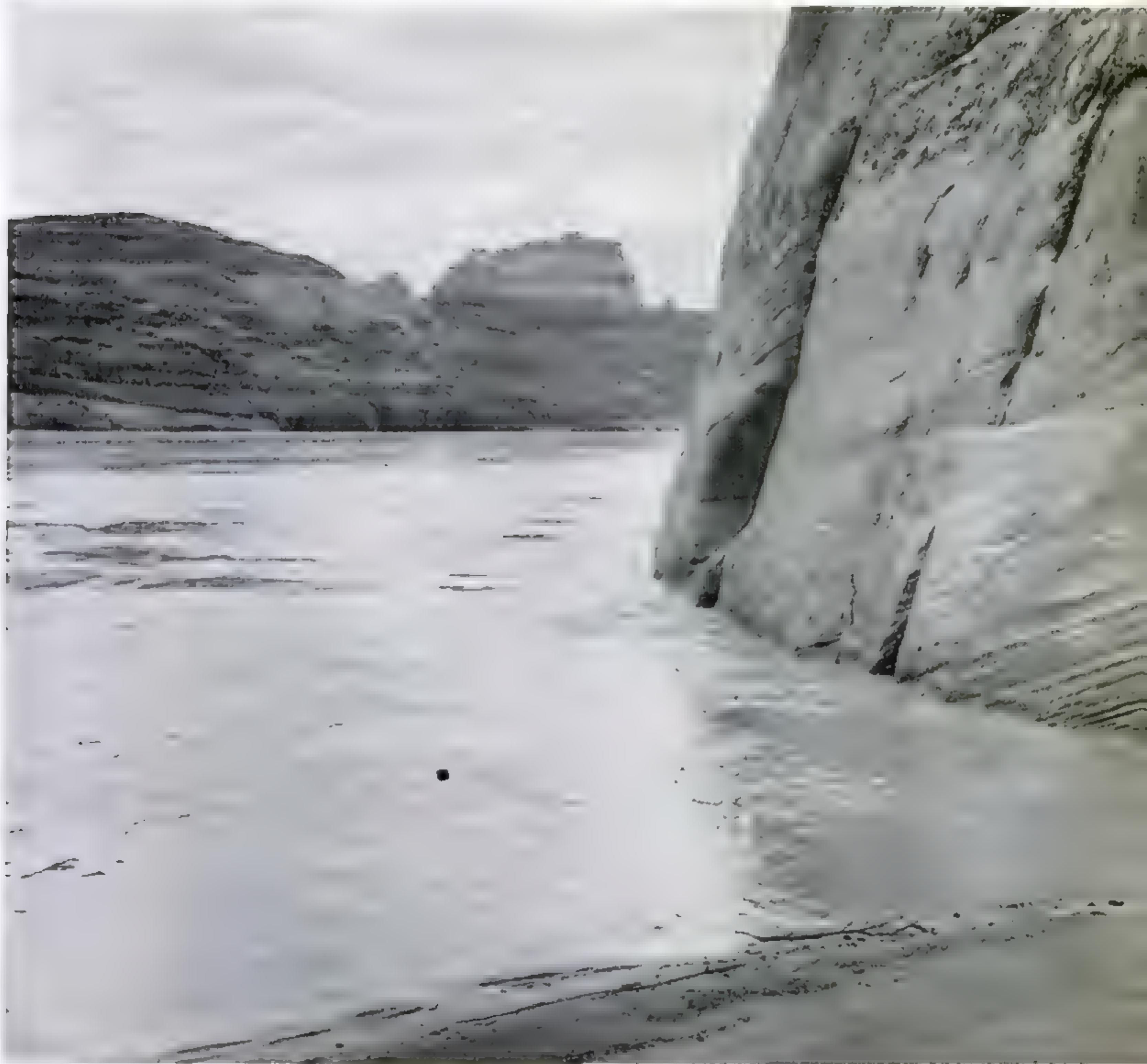
For most of its length the Colorado flows through forbidding country which attracts very few visitors, almost no permanent settlers. The river was visited, however, by some of the first white men to explore North America. In 1539 Francisco de Ulloa discovered the mouth of the Colorado at the head of the Gulf of California. In 1540 Coronado's party rode on horseback to the south rim of Grand Canyon and in the same year a Spaniard named Hernando de Alarcon sailed 234 miles up the river to a point above Yuma, Ariz. Much later, in 1776, two Spanish priests, Francisco Atanacio Dominguez and Silvestre Velex de Escalante, made the crossing marked by tablet at the right. Trying to

find a route to Monterey from their mission in Santa Fe, the priests ferried across the river in Glen Canyon.

The recent history of the Colorado has revolved around its value as a servant of man. In order to make sure that everyone gets a fair share of its water, seven western states—Colorado, Wyoming, Utah, Nevada, Arizona, California and New Mexico—have signed a special Colorado River Compact. For a long time Arizona, which holds most of the water in the river, refused to join in the Compact, once even sent militia armed with machine guns to stop the building of Parker Dam. But last February Arizona finally signed, removing the last legal barrier to developing the Colorado's illimitable strength.



THIS TABLET MARKS "CROSSING OF THE FATHERS"



GLEN CANYON, the Colorado's second longest, runs for a good part of the distance below junction of Green and Colorado and above the Grand Canyon. In Glen Canyon the river

flows over its longest straight stretch, digging its first grand-scale gorge. After the war a dam may be built on it, partly to keep Boulder Dam's reservoir from filling up with silt.



NORMAN NEVILLS' SPECIAL BOAT IS PUSHED INTO WATER BEFORE HE STARTS DOWN BADGER CREEK RAPIDS

IN ROWING POSITION, NEVILLS MAKES USE OF TWO OARS FOR CONTROL AS THE BOAT EDGES INTO THE RAPIDS



THE RAPIDS ARE VIOLENT



RIVERMAN NEVILLS

The power of the Colorado is the power of its rushing tributaries. Together they drain $\frac{1}{10}$ of the area of the U. S., carrying away the huge volume of rain and snow which falls on it. Like the Colorado, the tributaries are fast and muddy, eroding canyons and tumbling over rapids. Some of the stormiest rapids in the Colorado Basin are shown here. They are on Badger Creek, which flows into the Colorado just below the Arizona-Utah border.

The violence of the Colorado has always been something of a challenge to people who live along the river. While LIFE's

Dmitri Kessel was going down river, he was guided by Norman D. Nevills who runs a tourist lodge at Mexican Hat, Utah. Nevills, being a riverman, likes to shoot the rapids for fun, in a specially built boat with watertight compartments. In the Badger Creek rapids Kessel went part of the way with Nevills (to make the picture at the top of the opposite page) but got out to watch the boat as it bounded over rougher sections.

NORMAN NEVILLS PADDLES HARD TO KEEP THE BOAT





LOOKING BACKWARD OVER THE SQUARE STERN OF HIS BOAT NEVILLS PASSES OVER COMPARATIVELY QUIET STRETCH THE BOAT IS COMPARTMENTED FOR BUOYANCY

STRAIGHT AS IT GOES OVER GREAT HUMP OF WATER



THE BOAT ALMOST GOES UNDER WATER IN MIDSTREAM. THE RAPIDS ARE MADE BY ROCKSLIDES FROM CLIFFS





IN GRAND CANYON the Colorado flows through a gorge within a gorge, banking upward as it speeds around the turns. During recent geological history the river has cut straight down as the surrounding plateau has risen, exposing great layers of brilliantly colored rock.

Only part of the canyon has been carved by the Colorado. It has been widened by tributary streams which have cut the plateau into a network of canyons. About 50 miles below Grand Canyon, the river empties into Lake Mead behind Boulder Dam.



THE GRAND CANYON is supreme example of the Colorado's terrible energy and beauty. Here the river, rushing down from the mountains, into northern Arizona, has cut one of the scenic wonders of the earth—a gorge over nine miles deep, four to 18 miles wide, 217 miles long.

ON THE FLOOR of Cataract Canyon, a part of Grand Canyon, a little Spanish Indian village shows as a patch of green against pinkish-brown cliffs. At night, even standing here on the river flats, it is as though he were looking up at the stars from a web of overhanging rocks.





BOULDER DAM is 600,000 tons of concrete. It is a wonder of the river in Black Canyon. It is 725 feet high. It was built in 1931. It is the largest dam in the world.

ONION-SEED FIELD is in Imperial Valley. It is a field of onion seeds. It is a field of onion seeds. It is a field of onion seeds.

the force of the Colorado River runs in the heart of the valley. It is a field of onion seeds. It is a field of onion seeds.

Imperial Valley grows marketable onion seeds. It is a field of onion seeds. It is a field of onion seeds.





PARKER DAM lies 155 miles south of Boulder Dam on the Arizona-California border. This picture looks downstream from a tower on top of Parker's humming power plant, through

glistening columns of glass and porcelain insulators. Parker supplies power to Arizona and sends more than 12,000,000 gallons of water a day to the Los Angeles area, 242 miles away.

IRRIGATION DITCHES which carry Colorado River water stretch across cantaloupe fields in the Imperial Valley near El Centro, Calif. The valley's farmers never look at the sky for

rain, which falls at the rate of three inches per year and does more harm than good. If the farms were cut off from the Colorado's water for 90 days almost all of their crops would die.





THE ALL-AMERICAN CANAL, completed in 1910, is the great concrete-lined ditch which carries Colorado River water from point near Yuma, Ariz. to irrigated farmlands of the Imperial Valley. Here canal runs 80 miles along the border of Mexico (*left, above*) and U. S. (*right*).

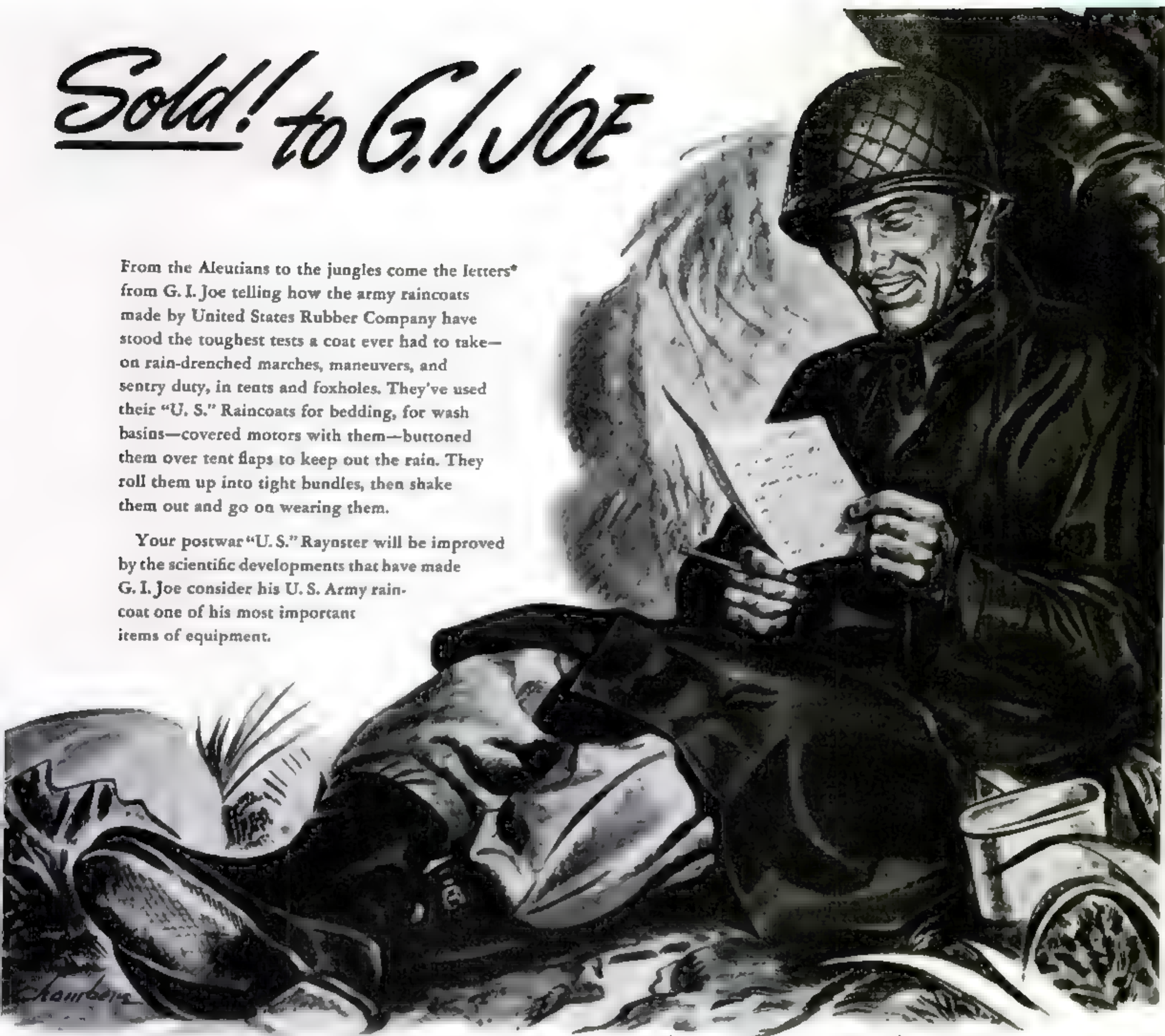
THE SALTON SEA in southern California was created by the Colorado when it burst its banks in 1907 and emptied into a prehistoric lake basin, leaving a body of brackish water 30 miles long and eight to 14 miles wide. It is now used by Navy fliers for bombing practice.



Sold! to G.I. JOE

From the Aleutians to the jungles come the letters* from G. I. Joe telling how the army raincoats made by United States Rubber Company have stood the toughest tests a coat ever had to take—on rain-drenched marches, maneuvers, and sentry duty, in tents and foxholes. They've used their "U. S." Raincoats for bedding, for wash basins—covered motors with them—buttoned them over tent flaps to keep out the rain. They roll them up into tight bundles, then shake them out and go on wearing them.

Your postwar "U. S." Raynster will be improved by the scientific developments that have made G. I. Joe consider his U. S. Army raincoat one of his most important items of equipment.



"I'm still using the same 'U. S.' Raincoat that was issued to me a year ago, and it is in real good shape."

"We live in holes and the raincoat comes in mighty handy to lie on."

"We stand guard duty in all kinds of weather, day and night, and these coats keep us warm and dry."

"When the ground is damp, we first lay down the raincoat and then add the blankets."

"When it rains we button two of your raincoats together and spread them over the opening of the tent—prevents any rain from getting inside."

"On maneuvers we sleep anywhere, and spread our raincoats over us to keep the dew off."

"Bet you never thought your raincoats would be used as a wash basin! We dig two holes in the ground, fit a raincoat into each hole, and then pour in the water—one basin for washing clothes, the other for rinsing."

"U.S." Raynster

REG. U. S. PAT. OFF.

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**Excerpts from actual letters received from our boys now in the service*

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FORMER NEW YORK MODEL EVE WHITNEY WAS INSPIRATION FOR SONG, "CEE, I LOVE MY GI GUY." SHE IS MARRIED. SHE AND HUSBAND OWN AND RUN A MUSIC-PUBLISHING FIRM. VIRGINIA HUNTER, FORMER BALLERINA, GOT INTO MOVIES WHEN SHE DANCED FOR GABO IN "TWO-FACED WOMAN." THIS LED TO HER BEING SIGNED BY M-G-M AS STUDIO DANCER.





FORMER TYPIST ELAINE SHEPARD TAKES SHORTHAND AT 130 WORDS A MINUTE

THE PETTY GIRL

"Ziegfeld Follies" beauties pose for her creator

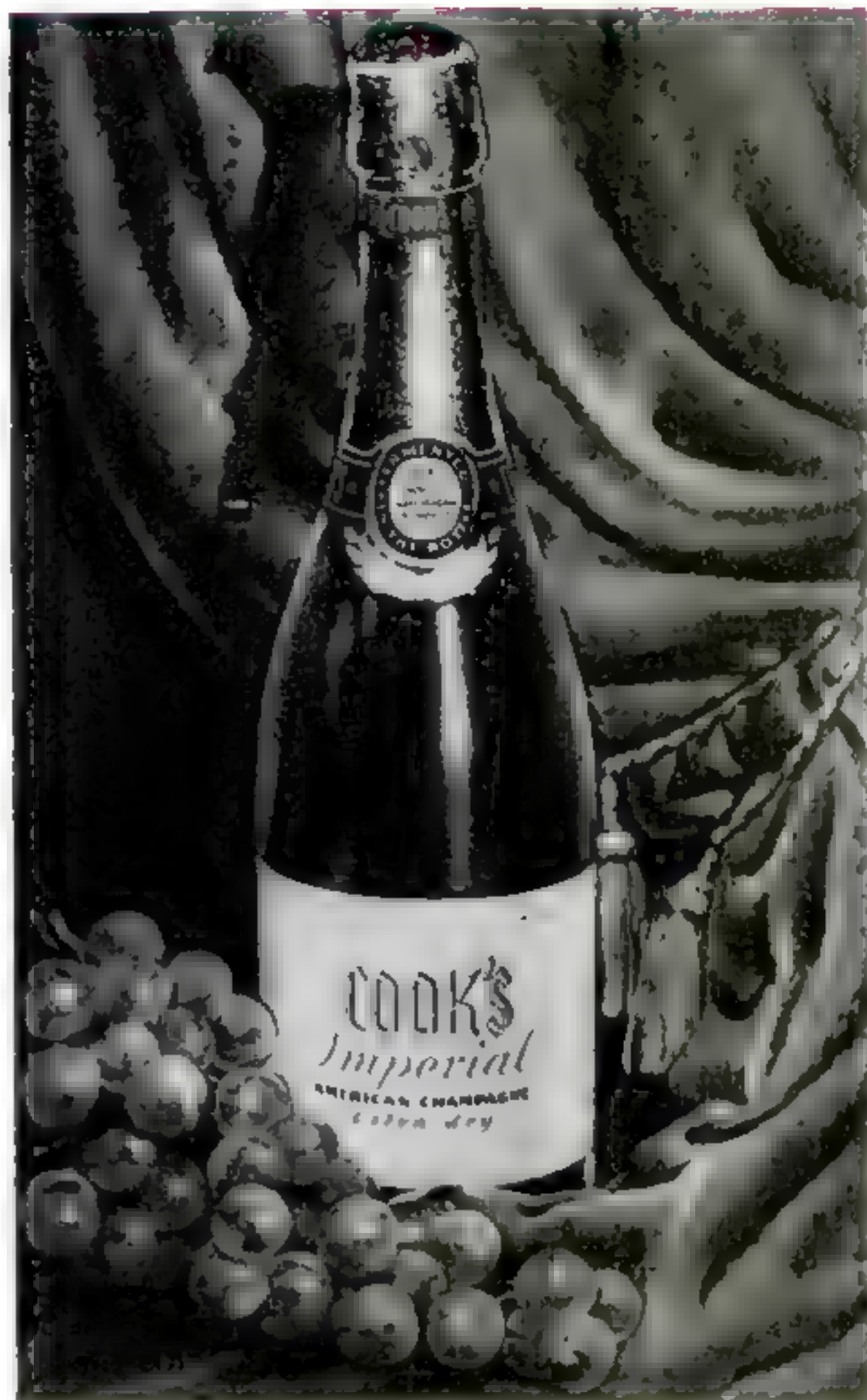
Ever since the Godey's *Lady's Book* girl, who had no anatomy to speak of, the girls made famous by American magazine illustrators have had their peculiar anatomical distinctions. The Gibson girl (1895-1910) had a very slim waist. The John Held Jr. flapper (1923-1929) had a boyish body and knobby knees. In 1930 George Petty created his Petty girl. He gave her extra long legs, made her head small, flattened her abdomen while rounding her out elsewhere. She is the most popular of all pin-up girls.

Recently Mr. Petty was commissioned by Metro-Goldwyn-Mayer to portray another American type—the "Glorified Girls" featured in the movie *Ziegfeld Follies*. Mr. Petty placed them in the costumes and attitudes to which the Petty girl is traditionally accustomed—wearing flesh-tight clothes, making the most of their curves, holding a white telephone. These pictures show the Ziegfeld girls as they looked when they posed for Petty.

HELEN O'HARA IS THE DAUGHTER OF A FORMER ZIEGFELD FOLLIES' BEAUTY



CONTINUED ON
NEXT PAGE



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YOU WILL APPRECIATE
THE DELICATE FLAVOR OF

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Wines of Distinction

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HUSTON ROOSTIN' WITH SINATRA

Frank Sinatra plays host to stage, screen and radio celebrities every Wednesday night as he sings and guides his new half-hour **Vimms** radio show through thirty minutes of lift and levity. Walter Huston above, Joan Blondell, Orson Welles and Fredric March are just a few of the famous stars who visit the Sinatra program each week. Do yourself a good turn and turn your dial to Sinatra, his weekly guest star and Eileen Barton, the Vimms Vocalists and Axel Stordahl and his orchestra, presented for your weekly enjoyment by **Vimms**, the best-known name in vitamins, every Wednesday over CBS.

Dates Galore for Toothsome Lenore



There's no known defense against Lenore's dazzling smile. For she's found that Pebecco cleans teeth better. That it's *super-fine*—doesn't wash right away when you start to brush, stays on the job and polishes!



The reason is Pebecco Tooth Powder's special combination of polishing agents. *Micro-fine*, non-abrasive—Pebecco clings to your teeth while you brush. Gives teeth a bright new sparkle. Tastes fresh as mint. Try it!

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FOR YOUR MONEY
THAN AVERAGE OF
6 OTHER LEADING
BRANDS!

GIANT SIZE ONLY 25¢
Big 10¢ size, too



PEBECO
TOOTH POWDER

Super-fine for Super Shine

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Kay Booth, a former Hollywood photographer's model, has one of smallest waists in Hollywood (21"). She started out to be a ballet dancer, is now an M-G M show girl.

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WITH CAPS AND BARREL END
OF FOURTEEN KARAT GOLD



THERE is no finer gift than the superb EVERSHARP \$64 Set. Fourteen karat gold throughout . . . used generously in combination with modern plastics. EVERSHARP *self-blotting point* requires no blotter with quick-dry ink . . . writes perfectly with *any* ink! See this set—displayed at distinguished EVERSHARP dealers.

GUARANTEED FOREVER—Service on both pen and repeater pencil is guaranteed forever, subject only to a 35¢ charge for postage, insurance and handling—provided all parts are returned.

TUNE IN—**"TAKE IT OR LEAVE IT"** with PHIL BAKER—CBS—Sunday Nights and **"LET YOURSELF GO"** with MILTON BERLE—Blue Network—Tuesday Nights

Give **EVERSHARP**—and you give the finest!

© 1944, Eversharp, Inc.



One of these shoes in the unretouched photograph is an Oliver Moore custom-made original. The other is Regal's \$6.60 Reproduction. Can you tell which is which? Answer below.

They're Cordovan—Leather of Kings!

Which is the \$53 custom-made original . . . which the \$6.60 Regal Reproduction?

Cordovan has a great history. Kings and Emperors of the Middle Ages had rich-looking, long-wearing boots made from this rare and wonderful leather. Today it is not only costly, but extremely scarce. Regal has it—because Regal has been one of the largest buyers of top-quality Cordovan for over fifty years!

The style shown above—a lustrous mahogany semi-brogue on display in every Regal Store window—was originated by Oliver Moore, noted New York custom bootmaker,

and hand-made to sell at exactly \$53 the pair!

The Regal Reproductions are made of the same Horween's Shell Cordovan—the finest in America—yet they cost only \$6.60 a pair from coast to coast. Oliver Moore himself says: "Regal Reproductions are so strikingly similar to my custom-made shoes I have to examine them carefully to tell which is which."

How can Regal do it? Regal's great purchasing power—plus Regal's volume production—plus the unvarying Regal policy of

selling only through Regal Stores at one quality, one profit and one price from coast to coast—give the answer.

Get Regal style and Regal quality with your next shoe coupon! And get "Prescription Fitting"—exclusive with Regal—which measures both your feet in sitting, standing and stepping positions, and assures accurate fit and lasting comfort.

The shoe on the left is the Regal Reproduction.

BUY WAR BONDS—TO HAVE AND TO HOLD

REGAL SHOES

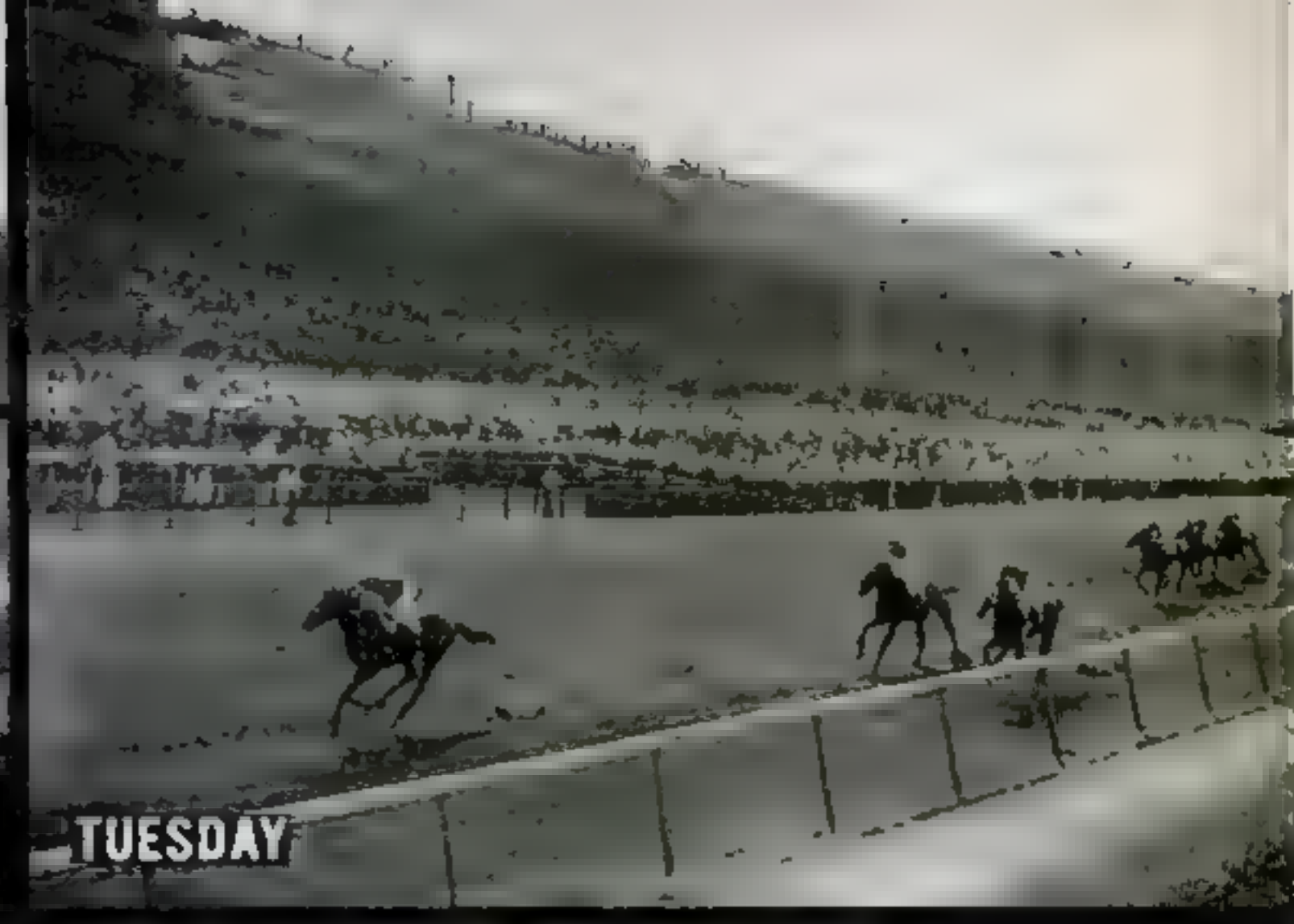
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FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASS. • WRITE FOR FREE ILLUSTRATED STYLE FOLDER "L-14"



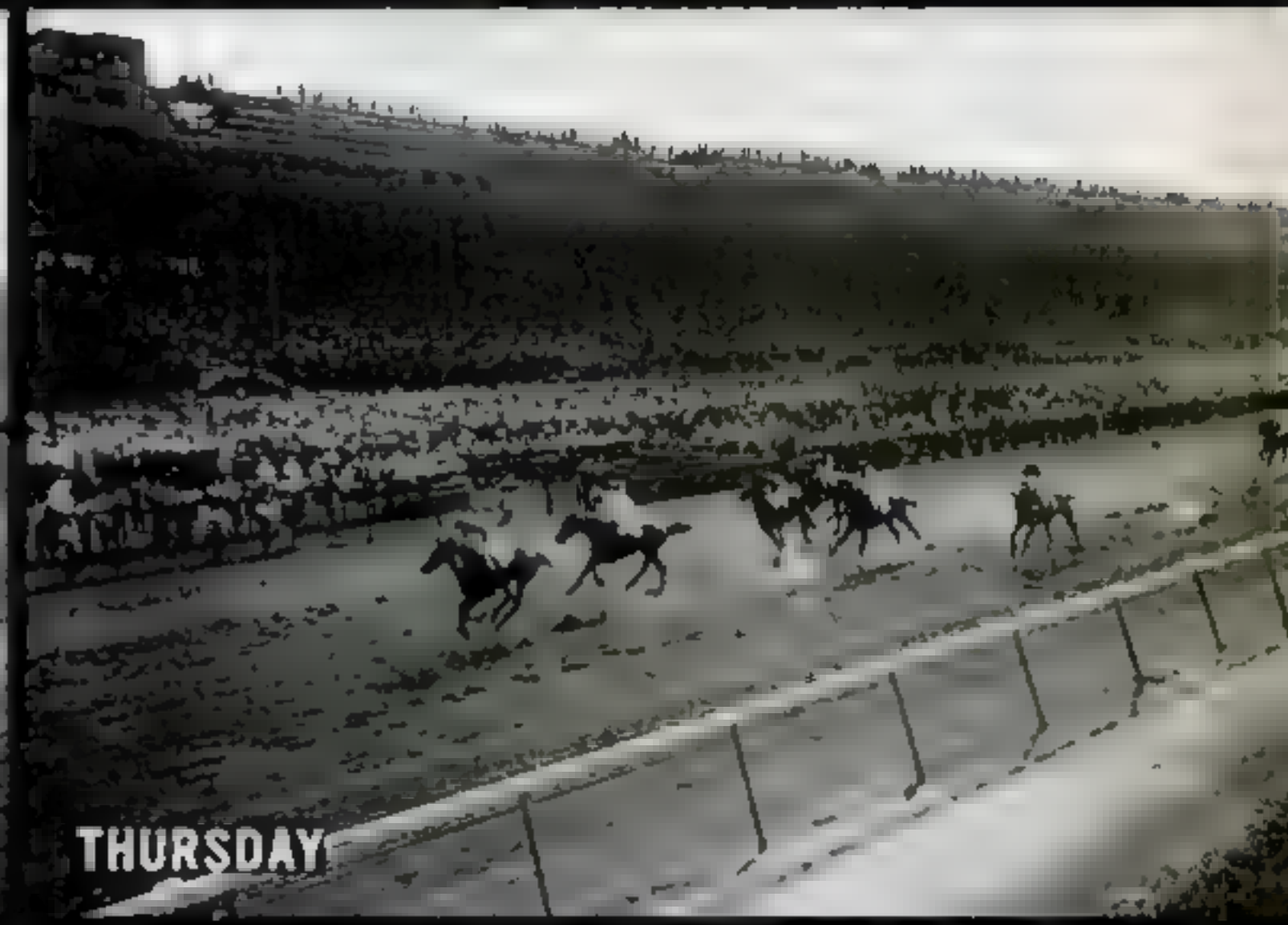
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TUESDAY



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY

EVERY DAY IN THE RACING WEEK HUGE BELMONT PARK IS JAMMED WITH HORSEPLAYERS. ON OCT. 7 A CROWD OF 35,005 SET A NEW WORLD'S RECORD BY BETTING \$3,613,646

HORSE RACING

War boom brings greatest betting year and introduces a new class of people to the tracks

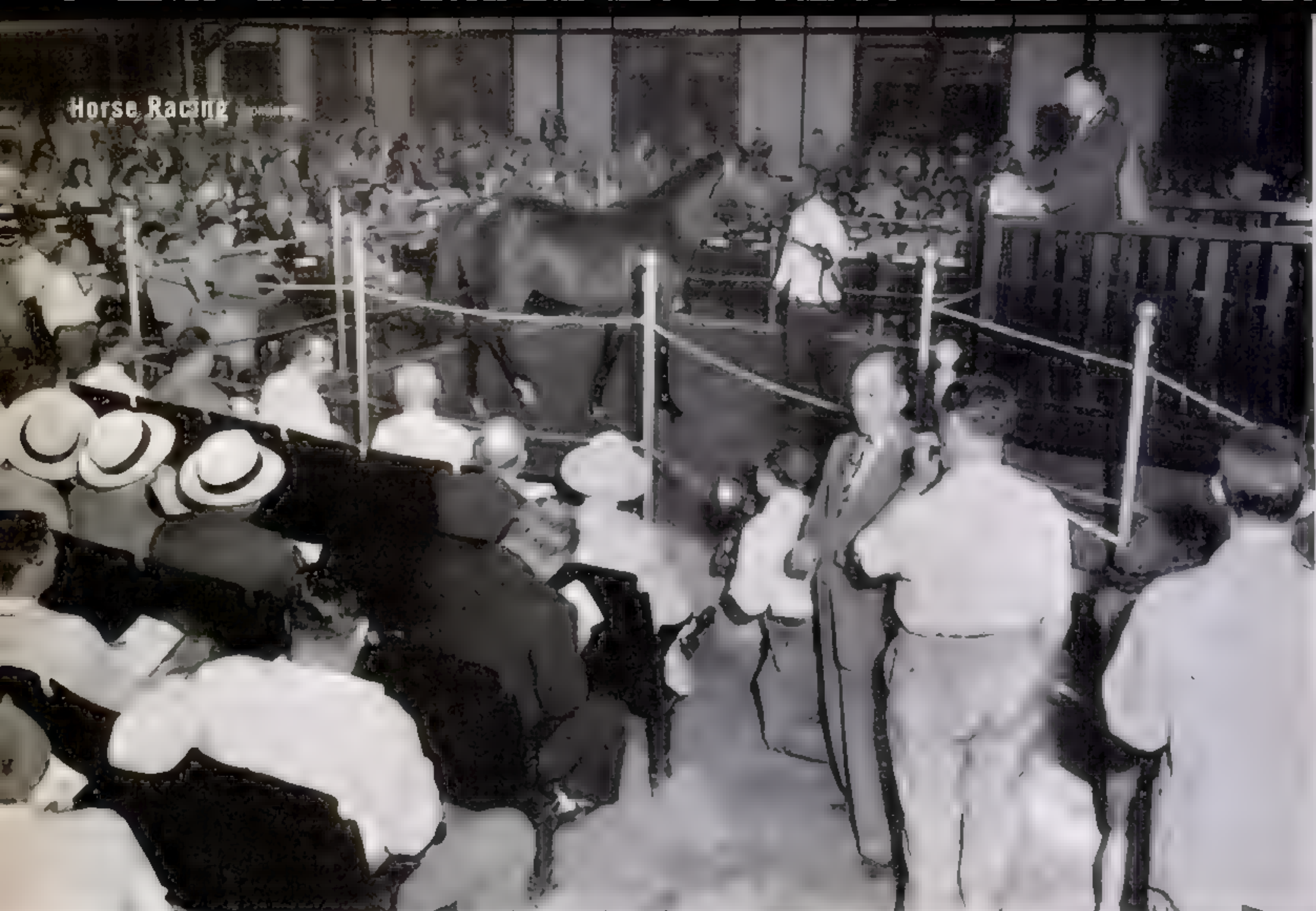
This year more than 10,000,000 Americans are betting more than a billion dollars on the horse races. At New York tracks like Belmont Park (shown above on six successive days) the average daily attendance was once only 3,000 and the amount bet only \$386,909. Today at Belmont Park, crowds of more than 25,000 people come every day to bet more than \$2,000,000 of their money. New York State in 1944 will collect \$25,000,000 from the tracks. "The sport of kings" has never had such a good year. Few sports

have ever been blessed by such a phenomenal boom.

The war boom (LIFE, Oct. 16) is, of course, responsible—that, plus the twin human cravings to see spectacles and to try to get something for nothing. It is this last desire, especially, which has brought a whole new class of people to the race tracks. In their pockets jingles war money they cannot spend elsewhere for refrigerators, automobiles, radios. In their heads is a determination to double and triple their wealth. To the old-timers, who have followed the

horses for years, they are the greatest suckers ever born. They don't bet well, don't know one horse from another, don't care, don't know when to quit. They are also bad losers. Never before, as far as the old-timers can remember, has a well-run race been booed. Now, if a favorite loses, both jockey and horse are jeered. Says Teddy Atkinson, the season's leading jockey: "I don't understand what's the matter with these people. They can't tell a well-run race from a poor one. Most of the time they don't even watch it."

Horse Racing



A race horse is sold at annual yearling sales, held near Lexington, Ky. All records were broken, 116 buyers spending \$2,280,000 for 137 horses. Previous high was \$1,901,525 at Saratoga, N. Y., in 1925. The average price this year was \$16,530. Best previous average—\$13,825.

Calumet Farm near Lexington, unlike most big stables, is making money because its Two light Four is year's champion filly and its Pennycuik won the Kentucky Derby. Warren Wright, owner of this 1,038-acre farm, estimates it costs \$2,000 to raise a horse to a racing 2-year-old.





The crowd pours out of the special train from New York to Belmont Park. Crowds like this have been increased by clean-up in racing. Today electric starting gates, pari-mutuel betting machines, cameras at finish, saliva tests, systems of horse identification have virtually eliminated dishonest racing.



Bettors line up in front of betting machines just before start of race. Average of bets per person per day has risen from \$50.54 in 1940 to about \$87 today. Percentage of bets placed at windows where \$2 bets are taken, has declined and has risen 1 to \$30 and lows.

GAMBLERS

They include the owners and tipsters as well as bettors

Race horses are always a gamble—not only for the people who bet on them but for the people who own them. Last year William Helis paid \$66,000 for a horse named Pericles which so far has never run a race. At the yearling sales near Lexington, Ky. this summer (top, opposite page), one colt sold for \$46,000, another for \$41,000. It is probable that neither of them will ever win back even their purchase price.

These horses, on which ride so many hopes and so much money, are born, raised and trained on the great breeding farms of Maryland and Kentucky (bottom, opposite page). They are sent to the races when they are 2-year-olds. There they immediately come under the gimlet eyes of the bettors (above) and the tipsters (below). Every workout, every race, every injury and characteristic is noted. Track handicappers try to estimate their future performances and the weight they should carry when running. So do the "experts" on the newspapers and the dopesters who make a handsome living by publishing little tip sheets like *Jack's Green Card* (shown below) which are sold at the tracks for 10¢-50¢ and purport to give the day's winners.

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"Jack's Green Card" a tip sheet for the races, is printed during the morning in basement of store near Belmont Park.



A salesman sells *Jack's Green Card* to bettors. Placard on hat advertises a winning horse which Jack picked yesterday.



Horses start for post after parade in paddock. These are Paperboy and Devil Diver. For what happened, turn page.

PAPERBOY		[109 Rt]	B. Z. S. by Papyrus—Bright Folly, by Black Jester		W. L. Ranch		J. Coleman		(N. Field)	108	1944	8	3	1	1	\$44,475
19Au44-6Bel	fst 1 1/4 48	1 11 1/4 2 02 1/4	Sar Hcp	3	1	1	1	1 1/2	1b	WMeh's wb 103	17 40	89-13	Paperboy 103 ^b	Alex Barth 116 ^{1/2}	Bolingbroke 118 ¹	Hard drive 7
5Au44-5GS	fst 1 1/4 46 2/3	1 11 1/4 1 42 2/3	H dicap	6	2	5	5	2	2 1/2	NWall wb 104	5 55	106-11	Alex Barth 117 ^{1/2}	Paperboy 104 ^{1/2}	Challamore 110 ⁶	Just missed 6
31Jy44-7Bel	fst 1 1/4 46 3/4	1 11 1/4 1 37	C H'cap	4	6	4	5	3	2 1/2	Tatki'n wb 112	5 20	89-12	Paperboy 112 ^{1/2}	Ramilles 122 ¹	Challamore 118 ^{1/2}	Drew out 8
17Jy44-5Jam	fst 1 1/4 48	1 12 2/3 1 56 3/4	C H'cap	3	2	4	4	3	1 1/2	Tatki'n wb 113	2 70	98-12	Paperboy 113 ¹	LordCalvert 119 ²	MoonMaiden 114 ¹	Going away 6
4Jy44-5Jam	fst 1 1/4 49	1 12 1/4 1 43 2/3	Yon Hp	2	3	3	4	3	3 1/2	HWood se wb 102	11 00	92-11	Alex Barth 115 ¹	Bossuet 121 ³	Boisy 10 ^{1/2}	Tired 5
30My44-6Bel	fst 1 1/4 46 1/2	1 10 1/4 1 31 1/2	Sub Hcp	1	9	8	6	9 1/2	8 1/2	EC pb ll wb 104	2 50	81-16	Aletern 10 1/2	Sin Again 125 ¹	Alquest 115 ¹	Outrun 11
16My44-7Bel	fst 1 1/4 40 2/3	1 10 1/4 1 42	C H'cap	2	4	3	3	2	1 1/2	RPer ne wb 110	2 75	99-15	Great Rush 115 ¹	Air Current 121 ^{1/2}	Paperboy 110 ¹	Bore in 9
LATEST WORKOLIS.... 8-18 Bel—4 f 30 b. Tr. sly																
8-15 Bel—1 1/4 m 1.55 2/3 h. Tr. fst																
8-14 Bel—5 f 1.04 2/3 h. Tr. fst																
8-13 Bel—4 f .49 1/2 h. Tr. fst																

FORM CHART IS BETTOR'S BIBLE

Pictures help decipher the hieroglyphic reports of races

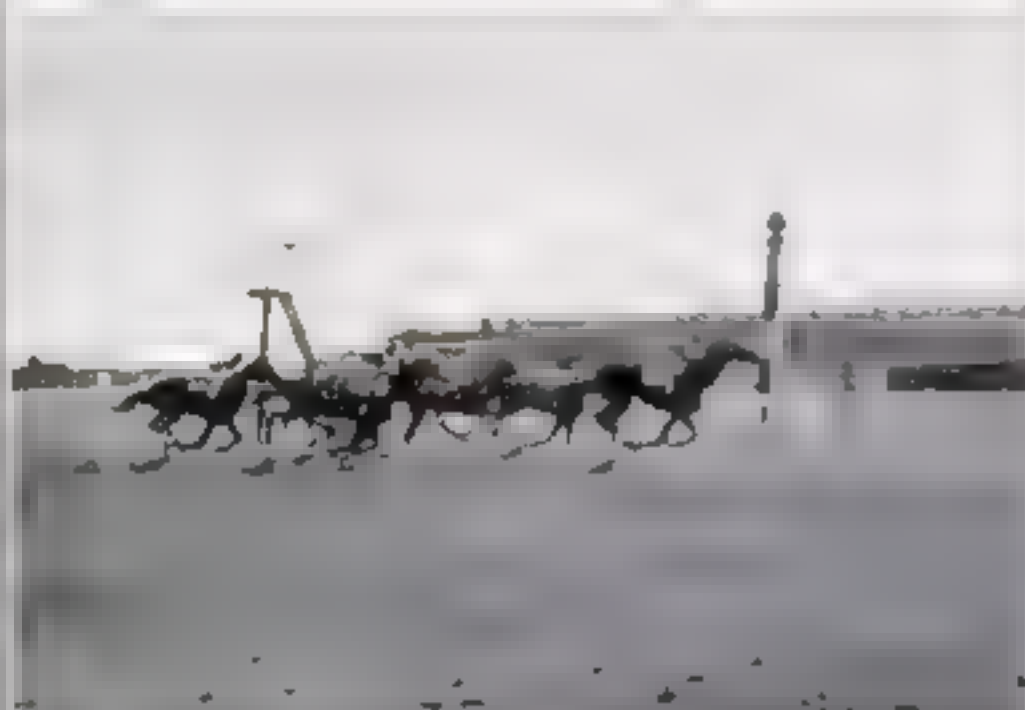
The bibles of the horse-race bettors are the *Daily Racing Form* and *Morning Telegraph*. Every day they carry a "past performance" chart of every horse running that day, such as the one for Paperboy shown at the top of this page.

The top line of such a form chart describes the horse's most recent race. In this case the pictures below partly illustrate that line. Running from left to right, deciphered, it reads: "The last time Paperboy ran was on Aug. 19, 1944, the sixth race at Belmont, track fast, distance one mile and a quarter. His fractional times were .48 for the half mile, 1.11 1/4 for the three-quarters, 2 02 1/4 for the race.

It was the Saratoga Handicap. Paperboy had post position three, started first, was first at the quarter-mile post, half-mile, three-quarters, mile, finish. At the mile he led by length and a half, by a head at the end. Jockey was W. M. Arfens. The horse was equipped with whip and blinkers, carried 103 lb. Odds on him were \$17.40 to \$1. He ran 2 1/2 seconds off the track record, speed rating 89. The horses, track conditions that day were good, track variant 15. Paperboy was first by a head. Alex Barth was second by a length and half. Bolingbroke was third by one length. Paperboy was under a hard drive to win. There were seven furlongs in the race."



At the starting gate Paperboy, third horse from right (No. 5), breaks away first, as described in chart above.



At the quarter mile he is first. Horses three and four were scratched (did not start), moving him to post position three.



At the half mile he leads. Chart at top (opposite 109) shows he is three years old, six years old, sired by Papyrus.



At three-quarters Paperboy leads by two-lengths. Chart shows he is owned by W. L. Ranch and trained by Coleman.



At the mile his lead has been cut. The chart says it was now a length and a half. The time for the mile was 1 37 flat.



At the finish Paperboy wins by a head over Alex Barth (No. 1). The third horse (see chart) is Bolingbroke (No. 8).

ELECTRIC TOTE BOARD				TELEPHONE			
<div> <div>1 17-1</div> <div>2 2-1</div> <div>3 3-1</div> <div>4 4-1</div> <div>5 5-1</div> <div>6 6-1</div> <div>7 7-1</div> <div>8 8-1</div> <div>9 9-1</div> <div>10 10-1</div> </div>				<div> <div>1 17-1</div> <div>2 2-1</div> <div>3 3-1</div> <div>4 4-1</div> <div>5 5-1</div> <div>6 6-1</div> <div>7 7-1</div> <div>8 8-1</div> <div>9 9-1</div> <div>10 10-1</div> </div>			
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The electric tote board gives the salient facts on the race. At left are the odds, Paperboy (No. 5) going off at 17-1. Favorite at 2-1 was No. 6, who finished next to last. In center are results (No. 5 first, No. 1 second, etc.) and betting pay-off (No. 5 pays \$36.80 for

a \$2 win ticket, \$15.10 for place, \$6.60 for show. No. 1 pays \$7.10 to place, \$5.10 to show. No. 8 pays \$6.40 to show). "Win" ticket is bet horse will run first, "place" that it will run first or second, "show" that it will run first, second or third. At right are fractional times.



AFTER THE RACES THE CLUBHOUSE LAWN IS LITTERED WITH PAPERS, TORN TIP SHEETS AND LOSING BETTING TICKETS



Roosevelt's first Cabinet was dominated by Wilsonian liberals, hard money men, but Lanes, Wallace, promised fireworks.



"Happy days are here again," sang the delighted New Dealers when 3 1/2% beer was legalized by 73rd Congress in 1933



Great NRA Blue Eagle parades celebrated New Deal's first attempt to put industry and laborious codes



Dust Bowl was nature's callous way of supplementing AAA crop limitation. Sign "You gave us beer, now give us water"



The Civilian Conservation Corps, per Roosevelt project, took poor boys off the street corners, sent them into the woods



Practically every locality, small and big, got its bridge or school or courthouse as part of the spending program

NEW DEAL DAYS

Years of war have blurred the memory of Franklin Roosevelt as a peacetime President

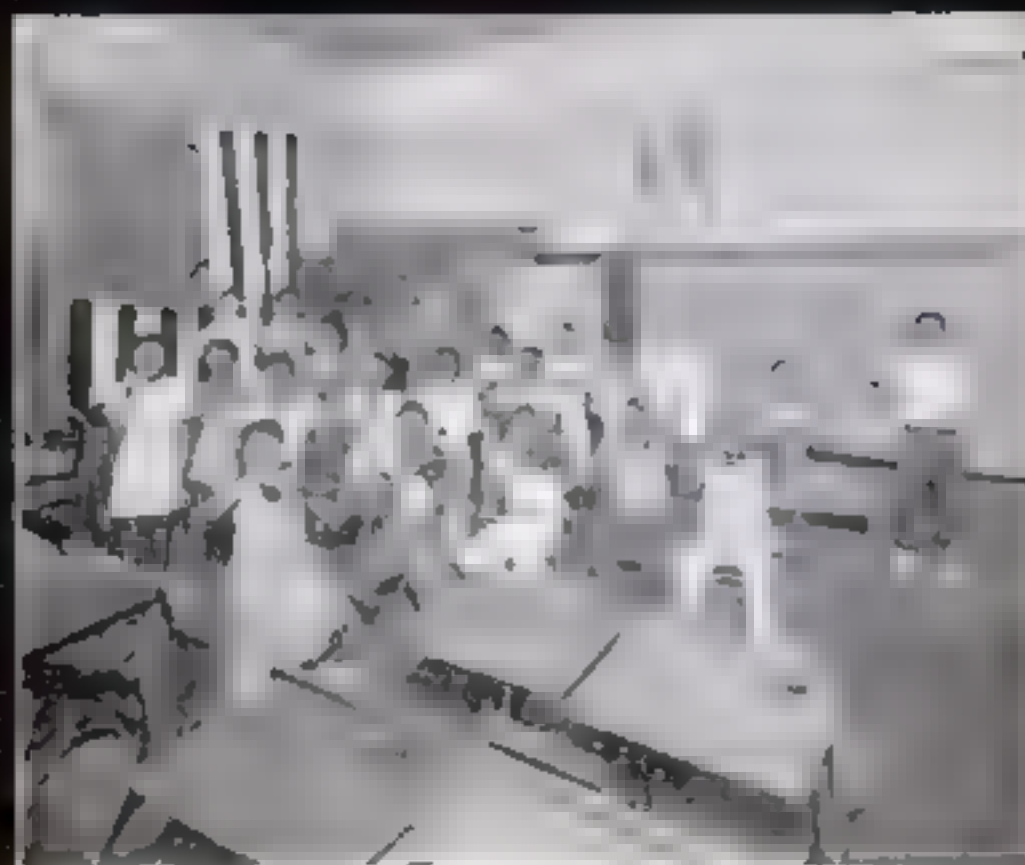
by JOHN CHAMBERLAIN

On Nov. 7, when the people go to the polls, the U. S. will still be at war. And the Democratic candidate for re-election to a fourth presidential term will stand before the electorate in all theuster of a successful commander in chief. Discounting Pearl Harbor and our unpreparedness in 1941, there is little question that Roosevelt has run an effective war—picking good men in Marshall and King and giving them their heads. But the issue of the war has already been settled. Germany will be licked in a month or a year and the defeat of Japan must inevitably follow. For a forward-looking presidential candidate, the war no longer provides a platform. The real issue for 1944 and the rest of the 1940s is the shape and savor of the coming peace.

Dewey's qualifications as a presumptive architect of this peace must be deduced from his character. But for Roosevelt, there is a record—the record of the New Deal. For six years, from 1932 to 1938, Franklin D. Roosevelt, working with a mandate of huge election margins, had a chance to show



California, home of Ham-and-Eggers and Upton Sinclair's EPIC Planners, was bedwether state for the handout boys



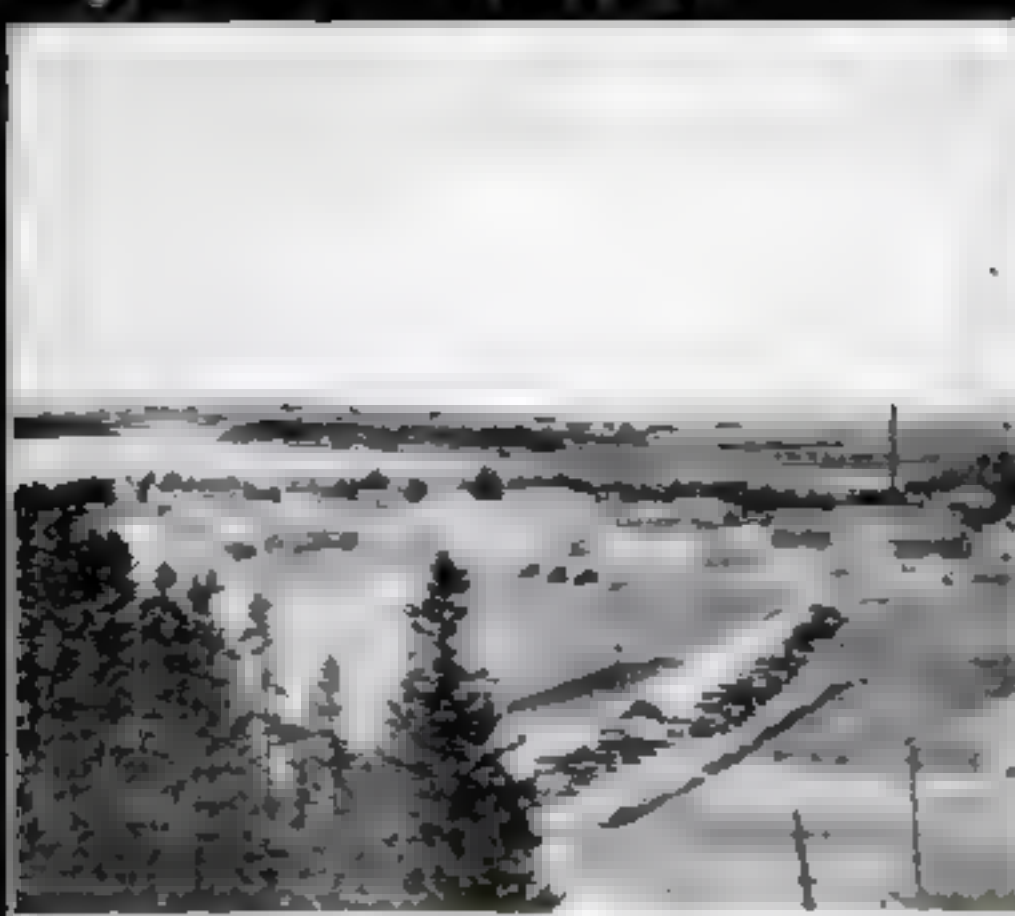
Negro children learned to play the huddle under WPA auspices. Such activities were generally called "boondoggling"



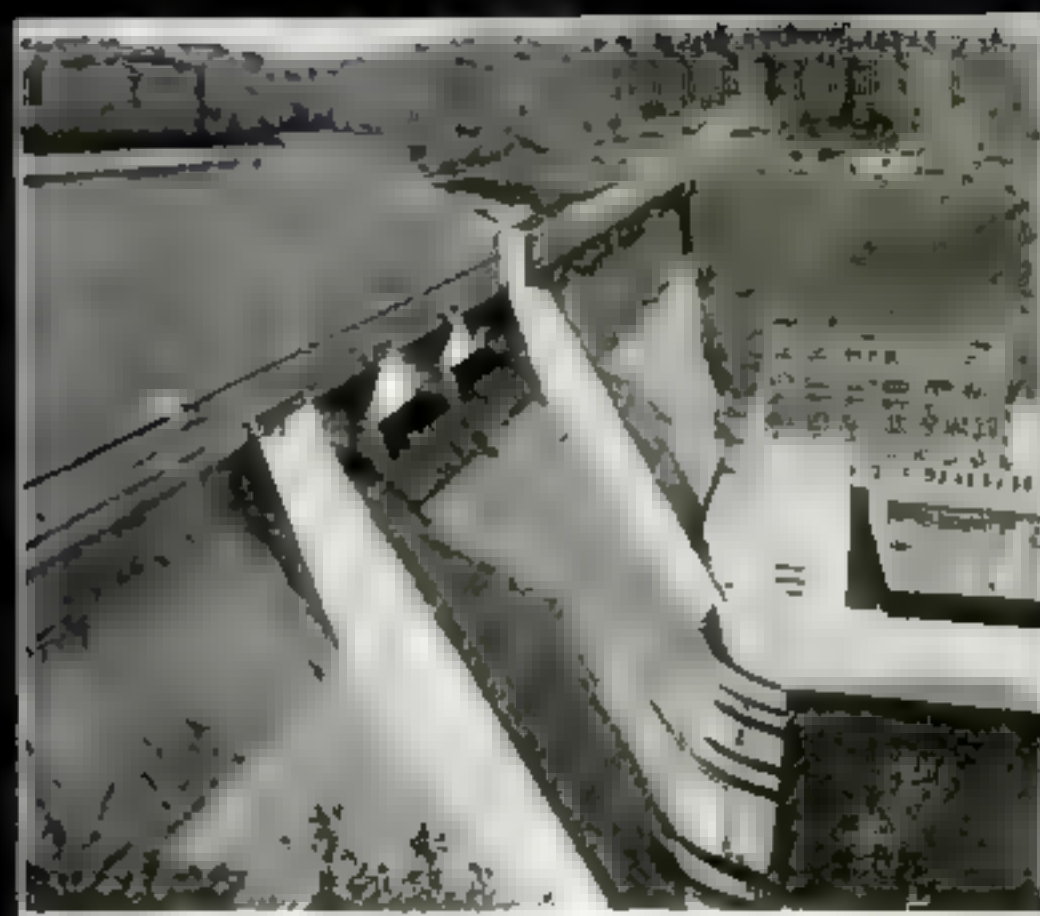
Reliefers everywhere used pressure to keep on the WPA rolls. These hunger marchers besieged Pennsylvania Senate



"Harry the Hop" Hopkins' WPA projects put the unemployed to repairing streets and even teaching tap dancing.



Harnessing the tides at Passamaquoddy, Me. was stopped by Republicans after this complete village was built at project.



TVA's dams and ambitious power projects fulfilled the ancient dream of Nebraska's progressive Senator George Norris.



WPA's art projects resulted in a pulsating, wildly energetic burst of painting—good and bad and indifferent.



Actors who couldn't make the grade on depressed Broadway acted at government expense under Federal Theatre Project.



A pool for sea lions was an addition to the annual wealth which was built by Bureau WPA workers for the ocean zoo.

his hand and the temper of his mind in running an economy and a social system, both in their domestic aspects and in their interrelations with the outer world. What did he do, and what has his philosophy been?

In order to answer these questions and to sum up the New Deal, one must try to look back on the '30s in a perspective that embraces other periods of U.S. reform, such as the New Freedom of Woodrow Wilson, the Square Deal of Roosevelt I and the record of the Grover Cleveland Democracy, all of which tried to limit the abuses of democratic capitalism without killing it. If the New Deal was indeed an integral development from the reforms of the past, then it will be blessed by a generation of Americans who are true sons of their fathers. But if it was something strange and new under the American sun, something that cannot be assimilated to the democratic capitalist way of creating an ever-expanding stream of goods and services then its basic reputation will be worthless unless America itself has changed.

The New Freedom, the Square Deal and the Cleveland Democracy were

temperate, seasoned responses to radical demands for change. When money-tinklers and Free Silverites yelled for an expanding currency, the New Freedom came forward with the Federal Reserve System; when Bryan shouted for his reforms, T. R. proceeded to curb the railroads in the interest of Western farmers and small shippers. In the 19th Century a generation of Granger and Populist criticism resulted in the Sherman Antitrust Act, which was proposed by a Republican senator and passed under Harrison's administration. Thus reform was domesticated in an economy that demanded the confidence of investors and spenders if it was to continue its productive sway.

Much of the New Deal was in the old American grain, the SEC merely applied a police power to Wall Street that had been applied to the railroads under the Interstate Commerce Commission, and TVA and Rural Electrification were traditional Progressive attempts to deal with a natural monopoly. Soil conservation evoked memories of Roosevelt I, and the

CONTINUED ON NEXT PAGE



The Nine Old Men had their ranks broken when Roosevelt named Hugo Black (top right) to the Supreme Court.



Labor troubles beset whole nation in 1937. Mayor Kelly's Chicago police killed 10 strikers near Republic Steel plant.



Sit-down strikers refused to leave Chrysler's Dodge plant in Detroit, Mich. Troubled Governor Murphy let them stay.



What kind of clothes does the devil wear?

Listen for five minutes in almost any train, bar, living room, or barbershop, when there's a political discussion going on.

You'll be bound to hear somebody doing a job on business or labor, on politicians or professors . . . painting them blacker than Beelzebub himself. You can fairly smell the brimstone.

And maybe you'll notice this odd fact, too: the less the speaker knows about the people he or she is criticizing, the more furious and blistering the comment is apt to be.

Nobody hates business as much as people who have never worked in business.

Folks who don't bother to vote are the ones who are most contemptuous of politicians.

Businessmen who have never read what the professors are really saying are surest that nothing they say makes sense.

And it's usually ladies and gents who never had a labor problem bigger than a cook who soothes and forked tails sticking out of factory workers' overalls.

If you know a lot of people of all kinds, you aren't likely to hand down these easy black-and-white judgments.

You see (as all of us do when we think about it) that most Americans—businessmen, politicians, farmers, factory workers, professors—are decent, honest citizens, that they have their share of self-interest, but all of them have contributed mightily to the growth and strength and prosperity of America.

In short, no group wears the devil's clothes.

But the danger is we may think some particular group does—and insulate ourselves from all the writings, pronouncements, opinions of any individual attached to that group.

And thus Americans may deny themselves the help of many sincere, intelligent, experienced people at a time when our country needs all the mindpower it can muster.

Problems like today's don't need heat—they need light.

They need light from more than one source . . . more than one newspaper, more than one magazine, more than one book. They need the pleasant mellow lamp-light of the fellow who agrees with you . . . and the disagreeable blue search-light of the fellow who doesn't.

Most of all, they need the daylight that shines through the clear windows of fact. They need the facts about our present economic situation in the light of our own past experiences and that of

other nations. The facts about the great experiments that have worked and the ones that have failed. The facts about labor and business—about political theory and political practice.

Are you getting these facts? Are you being stimulated by the sparks that jump from opposite poles of thinking?

Is your mind a source of light to your friends and your country . . . or of heat?

For instance:

Have you read Eric Johnston's "Warning to Labor and Management"? You can get it in bulletin form from the U.S. Chamber of Commerce.

Is Frederick Hayek's "Road to Serfdom," (Chicago University Press, 1944), a part of your information on economics?

Have you looked into Telfer and Waring's "The Small Farmer Looks Ahead," published by Harpers?

Or that comprehensive book on labor and its problems, "The Dynamics of Industrial Democracy" by Clinton S. Golden and Harold J. Ruttienberg (Harpers, 1942)?

TIME believes America's greatest need, now and in the coming years, is for the sovereign people to make up their minds and speak them out.

To do so, citizens must keep themselves informed. So, in advertisements like this, TIME is seeking to encourage wide thinking and reading not only of the newspapers and TIME, but also of books and periodicals that argue the cases and advance the causes that are in the

For TIME's own future is unalterably linked to a U.S. citizenry deeply concerned about public affairs—to a nation insistent upon seeking the truth and learning from recorded experience.



The weekly NEWSMAGAZINE

9 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

NEW DEAL DAYS (continued)

attempts to establish basic social security and labor's right to bargain collectively have been accepted by the politicians of both parties, including Mr. Dewey. But in other fields the New Deal broke dramatically with American tradition.

The result, in retrospect, makes a pattern of illogical sequences and almost incredible philosophical confusion. The New Deal preached abundance and killed pigs. It plumped for international trade, but broke up the London Economic Conference, which might have stabilized the currencies in which such trade is carried on. The original Democratic platform of 1932 called for economy, but the New Dealers soon set astronomic records for spending public money. One day Roosevelt would announce a breathing spell for business; the next day he would be breathing fire and reaching for industry's scalp. The first recovery device of the New Deal was NRA, which was an attempt to put the American economy into the strait-jacket of a corporative state. When that didn't work the New Dealers tried the completely opposite tack of trust busting. But the trust busting was accompanied by tax policies that kept new investors from starting new businesses that might have provided natural competition.

To be perfectly fair, the germ of the new tradition of "deficit finance" and public incursion into the fields of private nonmonopolistic economy is to be found in Hoover's Reconstruction Finance Corporation and the old Republican Farm Board. But Hoover intervened to stop the natural processes of deflation and recovery with the greatest reluctance while the New Dealers gloried in the common denominator implied in the words "plan," "administer," "offset," "compensate." The "planning," however, was mostly a matter of successive and hurriedly adopted improvisations. As the "quarterback" of his own metaphor, Roosevelt was to try practically every tactic, every strategy, that was suggested to him before the bombing of Pearl Harbor committed him to the one strategy of beating the Axis. He has been an eclectic, an opportunist, a pragmatist, an instrumentalist, among the planners. But this is equivalent to saying that he is a man without an economic philosophy. Roosevelt has a humanitarian's heart, and he has outfaced the dictators, for which future generations will be grateful. But he has no deeply rooted ideas of his own about what constitutes a going dynamic for an economic and a social system.

Wilsonians and Tugwellians

The ragbag content of Roosevelt's thinking on economics should have been immediately apparent in 1932 when he chose the first members of what New York Times Reporter Jim Kieran was to baptize the "Brains Trust." There was Raymond Moley, a Columbia University professor, whose ideas on foreign trade ran counter to those of Cordell Hull. There was Rexford Guy Tugwell, handsome, silvery-haired proponent of the new school of centralized top-down economic planning that had just been popularized by Stuart Chase and the Technocrats. In the famous San Francisco Commonwealth Club speech of September 1932 Roosevelt took a Tugwellian line, arguing that the American economy could no longer be expected to expand under its own power. But Roosevelt couldn't have digested Tugwell's background of highly intricate "administrative" economics, for later, when he shaped up his first cabinet, its key positions were given to old-fashioned Wilsonian liberals, led by Cordell Hull, the Free Trader, who became Secretary of State.

For one reason or another, whether it was because of the Democratic economy platform or the spending promise of the "Forgotten Man" and Commonwealth Club speeches, the voters of 1932 preferred Roosevelt to Hoover, giving the former 22,813,786 votes to the latter's 15,759,226. At least a few may have voted in an "ag'in" mood, for at that time Hoover was associated with the mockery which fate had made of the old 1928 promise of a "chicken in every pot" and "two cars in every garage." (Rollin Kirby's cartoon amended the old phrases to read: "Two chickens in every garage.")

In 1932 Walter Lippmann called Roosevelt a pleasant man without important qualifications who wanted very much to be president. Later on Mr. Lippmann changed his tune. And a lot of people who had voted for Jim Farley's man for the mere magic of the Roosevelt name began to feel they had chosen wisely when Roosevelt took office amid the clatter of closing banks. On March 4, 1933 the resonant, half-Harvardian, half-unique voice charmed and reassured practically everybody, even those who had been listening to Hoover's mutterings about "that man." As the words poured out ("The only thing we have to fear is fear itself. . . . The money-changers have fled from their high seats in the temple of our civilization. . . . This nation asks for action and action now. . . .") people took heart from

CONTINUED ON PAGE 30



When it becomes a souvenir...

What then? Stay home . . . do nothing? You *know* you won't! Like our fighting men, you've earned the right to choose work you enjoy. And the time to prepare is . . . now!

A surprising number of war workers are going to learn to type . . . a skill easy for them to acquire.

For women who want careers, typing is the opening wedge to the world's most fascinating professions. For women who plan marriage, typing brings contacts with the world outside . . . keeps distant friends in touch, leads to club, business, and social

activities that less accomplished women miss.

So *do* think about learning to type. Even today, some Smith-Corona typewriters, under certain conditions, are available for civilian use—or you can "beg, borrow, or rent" for practise purposes. It's a wise move for post-war planners. L C Smith & Corona Typewriters Inc Syracuse 1 New York.

SMITH-CORONA

Typewriters

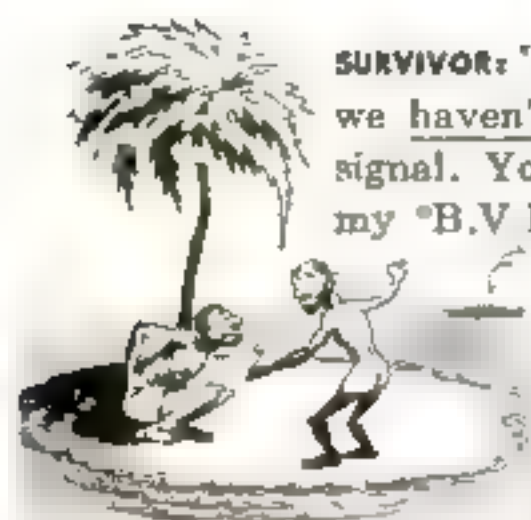
Grates Plant

MORE L C SMITHS FOR CIVILIANS!

Note to Industry: W.P.B. has increased our fourth quarter allotment of new typewriters to be made for necessary civilian use. If you can qualify under "W. P. B.—1319," we may be able to supply you; in any event, talk with our local branch office or L C Smith dealer.



Remember This One?



SURVIVOR: "I don't care if we haven't got a signal. You can't have my 'B.V.D.'"

**YOUR FRIENDS
WILL ADMIRE
YOUR 'B.V.D.'**

**Ruggers Shirt!*

Perhaps you didn't realize—B.V.D. isn't just a brand of underwear. Nowadays it marks a whole line of smart sportswear and pajamas too! Look for the familiar B.V.D. label next time you buy a sports shirt. As always, it's your guarantee of fine materials, fine workmanship and easy laundering.

**TO LOOK YOUR BEST—AT WORK OR
REST—WEAR B.V.D.!**

Sturdy—flexible rayon "Ruggers" Shirt. A new or a sleeve model for Fall. Has the famous, exclusive Flexible Fit Collar that looks right, stays neat whether worn open or closed. Ask for the Sturdy Plan in new Fall colors. Guaranteed washable, \$4.00

Other Ruggers Shirts \$2.50 to \$6.00

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NEW DEAL DAYS (continued)

the measureless aplomb of the gallant man who had conquered polio in middle age and who had slept like a top on Vincent Astor's yacht *Nourmabal* the night after Anarchist Zangara had tried to kill him.

During the Hundred Days' session of the first Roosevelt Congress the country accepted "action and action now" as a drug, without bothering to analyze the consistency or ultimate direction of what was being done. And the drug took hold. The AAA, the NRA, the TVA, the HOLC, the Truth-in-Securities act and 3.2% beer tumbled into the bill hopper and out again to become the law of the land. Farm mortgages were refinanced, gold was called in, the investment of portfolios of banks were scrutinized by the foxy Jesse Jones of the RFC, and Judge Pecora started poking rude fingers into Wall Street solar plexuses as J. P. Morgan took the witness stand with a midget on his lap. Soothed by the anodyne of motion, people loosened their purse strings, and in Wall Street an upturn began before a single Blue Eagle code was written, before a single mug of 3.2 brew had slid down a single thirsty throat.

The schizophrenia symbolized by Free Traders in the cabinet and Tugwellians in the Brain Trust did not become apparent until Summer when someone suddenly made the logical deduction that you couldn't pile an old-fashioned, internationalist world recovery on top of an NRA, which demanded a closed system and a protected price level. The NRA, which proceeded to codify whole industries, setting prices, wages and production schedules and threatening the use of a licensing clause to weed out recalcitrant businessmen, was something in the Mussolini mode. General Hugh Johnson, the NRA boss, wanted to woo compliance, but as he lamented in advance the dead cats that were about to come his way, he found he had to use the "crack-down." To make the NRA safe against the "planless" movements of foreign importers and exporters, Ray Moley dashed over to the London Economic Conference with the President's word that no world stabilization was feasible as long as the domestic price level of the U.S. was still too low. The wits, led by William Allen White, sang "Moley, Moley, Moley, Lord God Almighty," and Cordell Hull, who had set great store on the Conference, grated his teeth and vowed a mountain feudist's revenge.

Economic nationalists won out

From this point on it was apparent that the economic nationalists had the inside track. In retrospect, it must seem that NRA was the culmination of the same type of forces in the U.S. that pushed European countries into the various Fascist and semi-Fascist "planned" states. Just as the extreme left and the extreme right met and merged in German National Socialism, so they met in NRA. On the one hand, the radical followers of the sardonic Norwegian-American economist Thorstein Veblen hoped that NRA would be devoted to a sort of Technocratic top-down manipulation of the U.S. economy in the interest of "abundance." On the other hand, the U.S. Chamber of Commerce, not then committed to the competitive liberalism of Eric Johnston, had its own trade-association fish to fry in NRA: it wanted to see production limited in order to keep prices high. This could not result in wide employment and progressively expanding mass buying power, but labor was persuaded to go along with NRA by getting its sop in Section 7a of the National Industrial Recovery Act, which guaranteed collective bargaining.

For a time people were under the illusion that NRA was working. But the success of NRA was largely a matter of theater, with performer Hugh Johnson pursuing the villainous "chiseler" across a weirdly lighted stage. When the codes didn't result in any marked increase in employment, Roosevelt turned to other impromptu "planning." Though "Watchdog" McCarl, the Comptroller-General of the U.S., snarled, the "baloney dollar" men were soon appearing at the White House doors. Behind them stirred the pressure of the crackpots, the Silverites, Upton Sinclair EPIC planners, Coughlinites, "Share the Wealth" followers of "Kingfish" Senator Huey Long and, finally, the army of pitifully indigent gaffers who were about to discover their prophet in Dr. Townsend, who wanted to give everybody over sixty \$200 a month. The final stage in the easy-money program came with the devaluation of the dollar which, in effect, added to the price which U.S. importers had to pay for foreign goods and so further disarranged international trade.

The money-tinkering didn't work any better than the NRA. But at this point Roosevelt discovered something that did work, at least for the moment. That "something" was "public investment," the old panacea of Periclean Athens and Augustine Rome. Raymond Moley departed to private life as Ickes allotted \$1,400,000,000 in public works; and a social worker named Harry Hopkins was made

HOW TO KEEP UP WITH YOUR THOUGHTS!



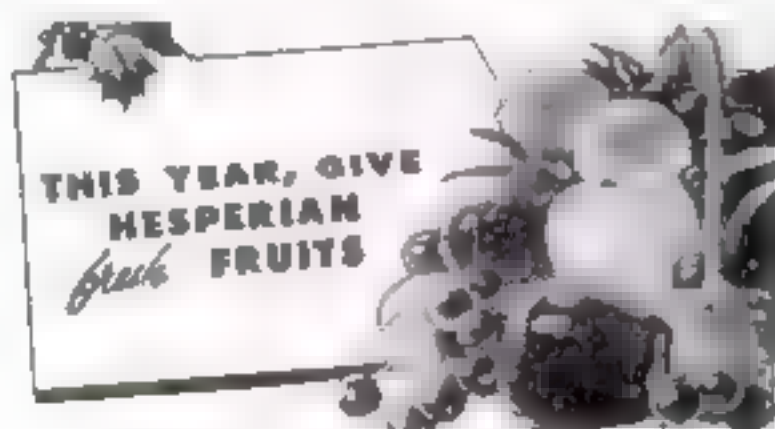
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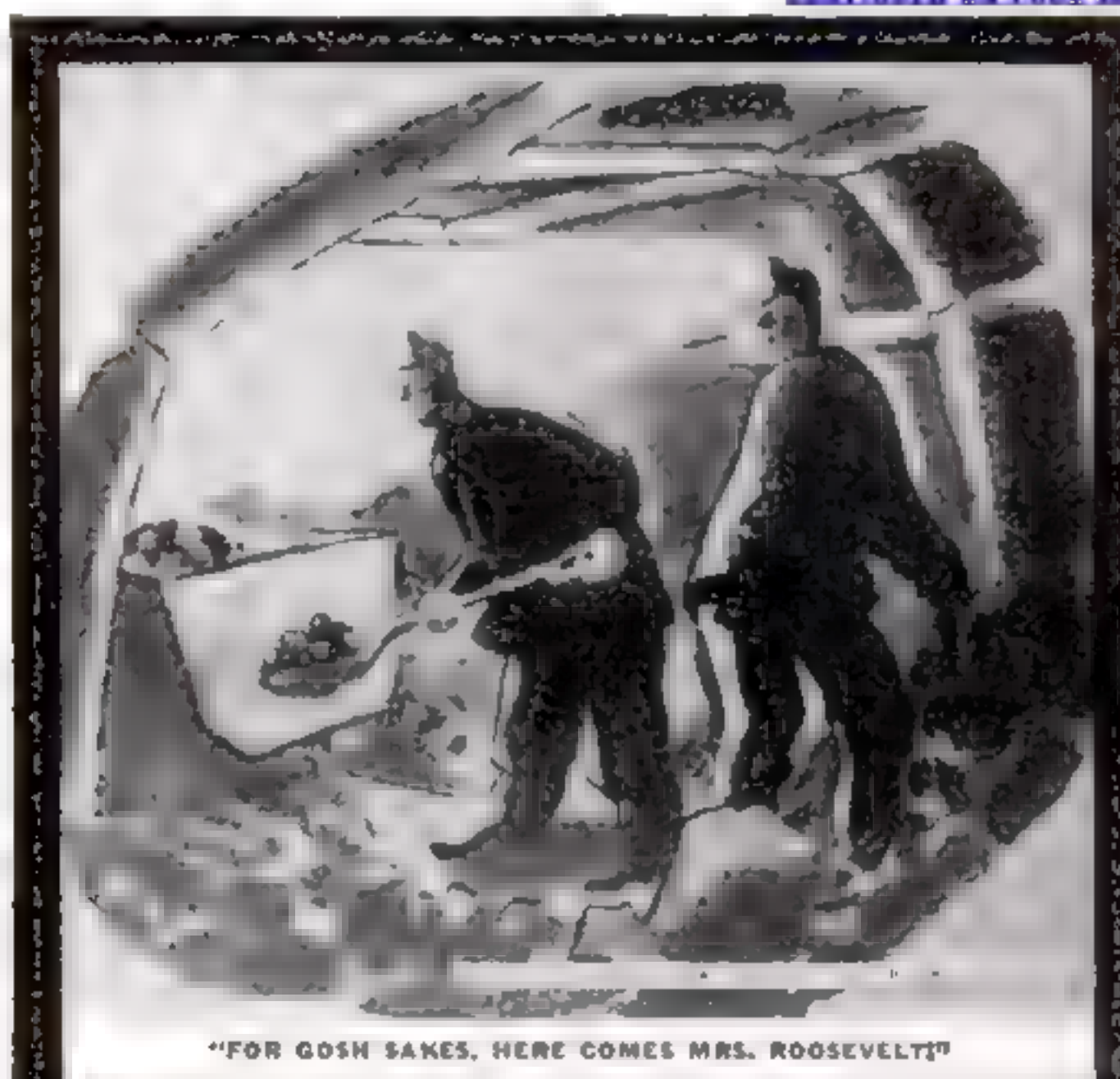
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NEW DEAL DAYS (continued)

Civil Works Administrator. The stream of spending that was injected into the economy quickly created the boomlet of 1934-37. By 1936 the production index stood at 105 as compared with 1933's 62. The debt also rose during these years from \$19,487,000,000 to \$33,778,000,000, but from the universities the American disciples of Britisher John Maynard Keynes came forth preaching the novel doctrine that the debt didn't make any difference, inasmuch as "we owed it to ourselves."

Since public investment must inevitably impinge on private investment and since one man's dole is another man's taxes, the effect of the spending policy was to divide the nation along a pocketbook line of cleavage. During the cold winter of 1934 (11 below zero in Philadelphia) the new tribe of boondogglers felt comparatively warm. But other people thought they were being mulcted to sup-



Cartoonists for the *New Yorker* had a hilarious time with the Odyssean wanderings of the peripatetic Eleanor and the terrible rages of "Bonrbons" and "economic royalists" at "That Man In The White House" whom they branded a "traitor to his class."

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NEW DEAL DAYS (continued)

port shovel-leaners. With \$46,000,000 a day being passed out for CWA, the CCC woodsters, the cotton planters, the wheat growers, the public-works contractors and the war veterans who were later to die in a hurricane while building roads in the Florida Keys, the disappointed pressure groups such as the Townsendites gave way to simple jealousy. By this time Jesse Jones held the collateral of the Baltimore & Ohio Railroad Co., the Chicago and North Western Railway Co., the Continental Illinois National Bank and Trust Co. of Chicago and the Chicago School Board in his RFC strongboxes, which advertised the fact that our subsidy economy took in the rich as well as the poor. But the trouble with a subsidy economy is that any man's right to a handout is as good as the next person's. If the big cotton planters are to get government support, why not the corner bootblack? No principle of equity can be invoked to justify giving money to one group and not to another. That is the human reason why the unsubsidized so resented Harry Hopkins' proposals to build sidewalks across islands and why the spending New Deal provoked its reflex in a general atmosphere of spiritual ugliness that has pervaded American life ever since 1934.

The early 1934 crabbing, however, did not deter the New Deal. Strung by the criticism of his spending, Roosevelt took to the hustings to defend the big dams in the newly drought-stricken West. For the moment the Roosevelt luck held: rain followed him through the Dust Bowl, and in November the Democrats swept the nation, proving that, though critics might cavil, the great majority approved the ways and acts of Mr. Big. As Al Smith was to remark later on, "You don't shoot Santa Claus."

Supreme Court acts up

Having bulled the economy up a bit, Roosevelt began in 1935 with his first swing to the right, promising business a "breathing spell." But if anyone thought of the government-industry *rapprochement* as permanent, the Supreme Court soon decreed otherwise. In June, in the famous Schechter "sick chicken" case, the Court threw out the already tottering NRA, with Justice Hughes taking an extra slap at the first Roosevelt Congress by saying "code-making is an unconstitutional delegation of legislative power." The Schechter decision brought Roosevelt out fighting, all talk of breathing spells gone. From this time forward, the President's own mood frequently became ugly whenever he was crossed by his enemies. "The question," so the President snappishly exclaimed, "is whether we are relegated to the horse and buggy age."

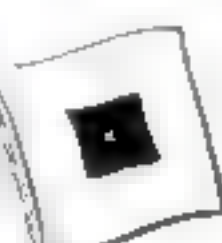
All through 1935 and 1936 the ugly tempers on both sides increased. Dr. Weiss, a dentist, shot Huey Long. Hurling John L. Lewis, seeking at an Atlantic City convention to push the American Federation of Labor into the path of industrial unionism, punched Big Bill Hutcheson of the carpenters and dropped him to the floor. Hearst and Father Coughlin preened themselves on having stabbed to death the World Court. Amidst all this ill will the White House "spiritual adviser," Dr. Stanley High, not yet won over to the opposition, deplored the whispering campaign about Roosevelt's collapse, but Father Coughlin, who had once said "Roosevelt or ruin," now sang a new tune, "I have been in error."

In the Landon "Sunflower campaign" of 1936 the bad feeling reached a climax, with the Liberty League enlisting the Brown Derby of Al ("I'll-take-a-walk") Smith for denunciatory purposes. While the President was rolling up his sleeves to sock the "economic royalists" in the famous Corcoran-ghosted Madison Square Garden speech, the Republicans took comfort from the *Literary Digest* poll. But the *Digest* poll was washed out by a Democratic deluge that swept every state except Maine and Vermont. And Roosevelt, elated into arrogance by the victory that had resulted from "planning it that way," turned his attention to a plan for packing the Supreme Court.

The election triumph of 1936 was the greatest of New Deal victories—and also the last. Henceforward, until war changed the atmosphere and brought new problems, the New Deal was strictly on the defensive. The reversals came with stunning surprise, for Roosevelt entered the lists against the Nine Old Men of the Court with the utmost confidence that Congress would obey his slightest wish. But in proposing to pack the Court he reckoned without Burton Wheeler and the canniness of Republican Senator Borah, who had the good sense to let Wheeler, a Democrat, lead the opposition that ultimately beat the bill. True, the Court, as if frightened by the packing threat, began to treat New Deal legislation more circumspectly from that time on, validating TVA and the Wagner Act and in time the preponderance of the Justices became Rooseveltian as Frankfurter,



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NEW DEAL DAYS (continued)

Murphy, Jackson, Reed, Byrnes, Douglas and Hugo Black replaced Van Devanter, McReynolds, Butler, Hughes, Sutherland, Brandies and Cardozo. But from 1937 on Roosevelt was never able to count on Congress without deferring to it and propitiating it. On social security, wages and hours, soil conservation and spending, Congress was to remain New Deal, but the mandate henceforward had to come from the grass roots, not the White House.

While Congress was balking the presidential will, the fledgling C.I.O., with Mr. Lewis in charge, suddenly plunged the country into a series of sit-down strikes that spread like the dance mania in medieval Germany. All through the automobile country the new United Automobile Workers, headed by the hop-skip-and-jump champion Homer Martin, downed tools and announced they would stay inside the factories until the union had achieved recognition. The Governor of Michigan, Frank Murphy, refused to put the power of the state at the service of the factory owners. Taking as his guiding line the ukase, "There shall be no bloodshed," Murphy himself stubbornly sat it out until Alfred P. Sloan and Bill Knudsen had come to terms with Homer Martin and John L. Lewis.

The union momentum carried over into Big Steel, with Lewis and Myron Taylor of U.S. Steel reaching a personally friendly agreement. Little Steel, including the Republic Steel Corp. of Tom Girdler, refused to follow the lead of Big Steel, however, and as Girdler and Lewis fulminated at each other, President Roosevelt muttered something about "a plague o' both your houses." The Shakespearean in Mr. Lewis quickly got the point. "It ill behooves one who has supped at Labor's table and who has been sheltered in Labor's house," he said, "to curse with equal fervor and fine impartiality both Labor and its adversaries when they become locked in deadly embrace." While he was alienating Mr. Lewis on the one hand, the President also aroused large sections of middle-class opinion by naming Hugo Black to the Supreme Court, and he further alienated Wall Street by putting the intransigent Bill Douglas at the head of SEC.

Comes the 1937 slump

The change in Roosevelt's fortunes extended into the field of economics, which he had hoped were permanently on his side. With the production index up to 110 in 1937 and with the national income at \$71,456,000,000 as compared with the depression low of \$39,912,000,000, the New Dealers had slackened off on spending. What happened was an immediate challenge to the theory that public spending can produce durable recovery. The slump came suddenly and without warning in late 1937.

This stunning surprise left the inner circle of Rooseveltians—Corcoran, Robert Jackson—high and dry. Since they couldn't go back to NRA, they bethought themselves hurriedly of an older, more indigenous tactic, the tactic of trust busting. Soon Jackson, Corcoran and Thurman Arnold were in full cry. They kept up the din all winter as the Antitrust Division of the Department of Justice started expanding its forces for a return to T. R.'s day. But Roosevelt, unable to wait upon Thurman Arnold, felt impelled to a renewal of pump-priming, a renewal of public spending and the creation of the Temporary National Economics Committee to study the causes of monopoly. As the spending began again Maury Maverick said indiscreetly: "There are no more rabbits." In April of 1938 there were 12,000,000 unemployed; some of them got back to private payrolls before the second Roosevelt term was out, but not a significantly large number.

If the war hadn't come, if Hitler hadn't marched into Austria in 1938 and into Czechoslovakia and Poland in 1939, Roosevelt's post-1936 troubles in keeping his New Deal afloat would almost certainly have been transmuted into defeat and retirement to Hyde Park in 1940. For in the 1938 elections the old rhythm of American politics—a rhythm composed of a term of reform, a term of frustration and then two or three terms of government by traditionally solid men—quite definitely reasserted itself. Before 1938 the Republicans had only seven state governorships; in November of that year they increased the number to 18. Some of the new Republicans were old-fashioned GOP-ers, but men like Stassen in Minnesota and Saltonstall in Massachusetts were young liberals. And in Congress the Republicans gained 11 seats in the Senate and 81 in the House.

The Republican resurgence of 1938 meant that the New Deal had been tried under the conditions of peace and had been found wanting by the people. Its NRA, or economic nationalist, phase had collapsed even before the Supreme Court ruled it out. The trust-busting phase never had a chance to get off the ground—and anyway, the promotion of competition is something that most grass-roots Republicans

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CONTINUED ON PAGE 100



" I FOUGHT FOR THIS

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YOU'VE HEARD how many an American boy returning from the nightmare of battle stoops down to kiss the very earth he fought for. He may laugh—but *he's not fooling!*

The man who offers his life for his country breeds a deep and lasting love for it—a resolve to serve it well in peace, to see and enjoy all its wonders, to drink deep of its fun and friendship.

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will have a successful type, thoroughly tested in overocean transportation. Production lines for Mars transports will, at war's end, be tooled and manned by experienced workers, eliminating conversion delays. If the aviation industry can set aside reserves for such postwar construction and employment, Main Street will encircle the globe, thanks to Martin Mars-type transports!

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NEW DEAL DAYS (continued)

of the old Bill Borah persuasion approve as a policy of their own. As for the spending policy that alone linked the First and the Second New Deals, it failed except in certain by-product aspects. From the spending we got permanent plant additions such as the big dams and power projects, and we also got the creative residue of WPA art and theater projects, public tennis-court building, CCC tree-planting and the like. Washington in the New Deal years swelled to monstrous size—as Wendell Willkie said, it was the one boom town in America. The hotels were jammed, the federal payroll increased from 839,532 in 1932 to 1,194,716 in 1938. But the spending did not accomplish its main object of getting the economy off dead center and functioning freely on its own.

If deficit finance—and that is what the New Deal boiled down to in the end—is to become a permanent American method of surmounting depression, some way must be found to compensate on the up-swings of the business cycle for the “dynamic” use of debt in the troughs. And some way must be found of granting some subsidies without exciting the envy and the enmity of those who get left out. The Roosevelt New Dealers never discovered any method of either economic or spiritual compensation, even though Tommy Corcoran once talked of having a look at Sweden, which is supposed to have learned the secrets.

Unfortunately for those who like to have their history bound up in neat time capsules, the war, which pushed Roosevelt into junking the neutrality legislation of the mid-New Deal period, created an entirely new issue in 1940—the issue of protection in a world of wolves. And on the issue of protection he won at the polls. Although Wendell Willkie tried to raise them, the economic and social issues posed by the record of the New Deal were postponed for an indefinite period. There are some who insist that 1944 is no time to reassert the primacy of those issues, 1948, they say, is time enough. But if the course of the war is certain and if the country is to have the cooperative foreign policy that it wants regardless of whether Roosevelt or Dewey wins, then 1944 may very well be the year for a final reckoning on the ability of the New Deal to win us a prosperous peace.



Roosevelt takes his ease at Hyde Park on the Hudson with his wife Eleanor and mother Sara Delano. The Roosevelt family from the youngest child to the senior grandmother. My Boy Franklin, made colorized copy.



Fireside chats, Roosevelt's characteristic innovation in public speaking, dramatized personality of our first radio President. "My friends" became national byword, widely used in Kiwanis gatherings by kidding imitators.

What does this picture say?

THIS, also, is a dinner party for the dinner. Only the hostess and her friend are awake and enjoying themselves. You see, her husband served his guests his own idea of a beverage before dinner, but the hostess and her friend served themselves that pure, delightful, zesty Virginia Dare Wine. See how alert and gay they are! Next time her husband will serve Virginia Dare Wine to everyone—and everyone will be alert and gay! What flavor! What tang! Such originality among drinks! The only wine of its kind in the world and it's all-American!

Say it again

Virginia Dare Wine is really rare
There's only ONE Virginia Dare

IT'S A

champ

FROM EVERY ANGLE

● This is the hat that studied your face...and came back with all the answers. ● See yourself in a CHAMP hat before the triple mirror. ● Front view, left view, right view—from every angle—the CHAMP's your hat for Fall! ● Feel the felt...then note these prices: \$5.00—\$6.50—\$7.50.

Ask to see: the COMMANDO...CRUSADER...B17. Your favorite men's store will show you a wide variety of CHAMP Fall models in grays, blues, browns, greens and covert. Champ Hats made by La Salle Hat Co., Phila.



Nick and Nora Charles (David Goddard and Claudia Morgan) have received mysterious invitation to a cabaret. But they refuse and prepare for bed, Nick wearing his most lurid pajamas.



The nightclub proves more attractive than sleep. Nick and Nora get up, go out. Waiter shows them to ragside table reserved in their name. There is no trace of person who invited them.

THIN MAN

Radio's famous detective team enacts
"The Case of the Tattooed Thigh"

For more than a decade a semi-alcoholic married couple named Nick and Nora Charles have been almost legendary characters in the field of sophisticated mystery fiction. They first appeared on the scene in January 1934 as the hero and heroine of *The Thin Man* by Dashiell Hammett, who wrote the first and best of the modern hard-boiled mystery thrillers. In that novel Nick and Nora established the dubious theory that murders are most easily solved when they are surrounded with a haze of Martinis and Chanel No. 5.

Nick and Nora gained their greatest fame from the characterizations by William Powell and Myrna Loy in the film version of *The Thin Man* and its sequels. But it has been the radio which has kept the legend alive and kicking. Since July 1941 Nick and Nora have been venturing once every week into the world of crime on a program entitled *The Adventures of the Thin Man* (CBS, Friday, 8:30 p.m., E. W. T.). Written by Milton Lewis, *The Adventures of the Thin Man* has become the top-ranking mystery program by keeping Nick and

Serena drops to floor with enrage-poisoned dart in breast. She is carried off stage by Tony Carmelita, her dance partner. He tells Nick that Serena was person who invited them to night club.

Myrna, a dancer, shared Serena's dressing room. An astrology bug, Myrna was once Tony's girl. When Nick questions her in closet room, she frantically reveals she has claustrophobia.





③ Feature act of floor show is Serena, a brunette kooch dancer who wriggles while her partner, dressed as witch doctor, outlines her body with darts blown from blowgun.

Nora as much like the original as the formula for a fast-moving radio melodrama will allow. The radio Nick and Nora are still as modern and breezy—talking an ever. Nick has kept his preference for shapely blondes, vivid pajamas and fraternity with underworld types like Big-Ears Benny, Charley the Creep and Have-a-Coffee Harry. Nora has become even more flirtatious and feminine. By now she can step across pools of blood with the delicate delicacy of a lady in waiting.

As a typical "adventure" of Nick and Nora, LIFE presents on these pages an enactment of the Oct. 20 script, *The Case of the Tattooed Thigh*, a nightclub mystery photographed at Manhattan's Versailles Restaurant.

Nick finds curare-stained blowpipe in the bandstand. Suspicion points to Musician Marty Saxon. When Serena stole Tony from Myrna, Myrna began going with Saxon.



PIPE TYPES . . . by WEBSTER



THE BEGINNER. Just bought his first pipe and smokes it as if it were loaded with TNT. He wants to know—when do you start enjoying it! . . . Mister, pipe pleasure begins with your first puff of Briggs!



THE OLD HAND. Has cherished an ancient briar—and Briggs—since Hector was a pup. Reason: Briggs is aged in casks for YEARS—extra-aged for extra flavor, extra mildness. Have you tried Briggs?



15¢

BRIGGS

CASK-MELLOWED
Extra-Long for
Extra Flavor

PRODUCT OF F. LORELLARD CO.

RONSON

WORLD'S GREATEST LIGHTER

Ronson
Whirlwind
with
disappearing
windshield

PRESS IT'S HOT
RELEASE IT'S HOT

MEETING A WARTIME NEED

RONSONS made today are requisitioned by our Government for Armed Forces overseas. Individual orders cannot be filled. When huge military needs are met, there'll be RONSONS for all.

Ronson, Newark 2, N. J.

MAKE YOUR DOLLARS FIGHT—BUY WAR BONDS!

RONSON ACCESSORIES
Best for ALL Lighters
RONSON'S 'FLAME' WICKS
AND RONSONOL FUEL
available today for
servicemen and civilians.

*no finer fit
at any price*

BESTFORM BRASSIERES
79¢ to \$1.50

BESTFORM FOUNDATIONS
\$2.50 to \$6.50

BESTFORM
means "best form"

MOJUD...that's all you need know about stockings

... because the name "Mojud" is the seal of the maker's integrity. It means long-established highest standards in knitting, testing, examining, finishing. No wonder that millions of women who ask for Mojud stockings have made Mojud one of America's largest selling brands. At better stores everywhere.

MOJUD
the dependable
HOSIERY

★ BUY WAR BONDS

TRADE MARK REG.
© 1944, MOJUD HOSIERY CO., INC., N. Y. C.

ONLY A
Genuine
SILEX
CAN MAKE
SILEX COFFEE

JALLY SILEX
says

MAKE THE LIGHT TEST
Good coffee is clear coffee.
Only **SILEX** has the patented FLAVOR GUARD filter.

"Thin Man" (continued)



A reeler paddler named Hot-Dog Harry tells Nick that Saxon bought some insurance through one of his "sources." He also tells Nick to look for him in Harlem jive-joint

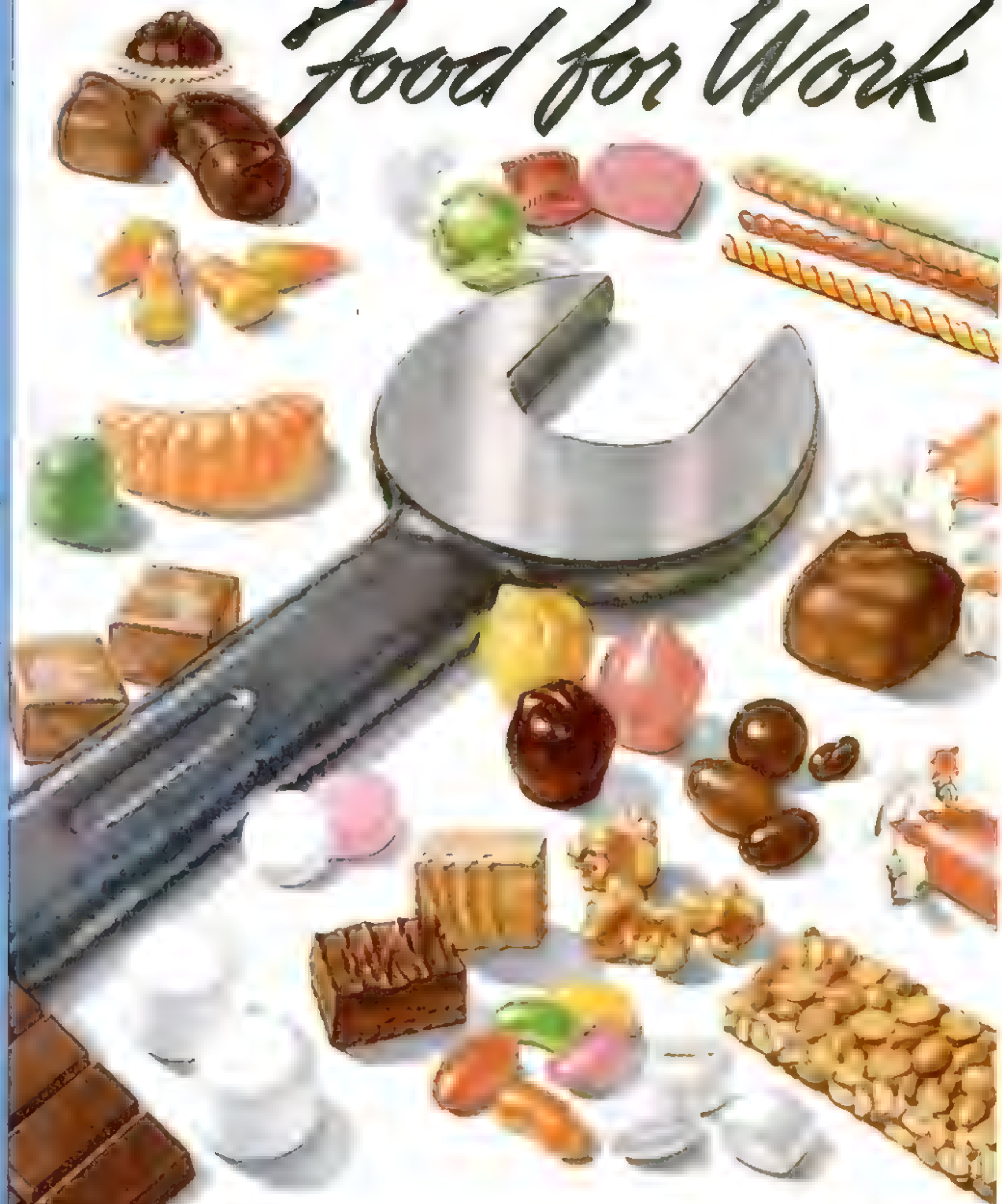


Nick finds Saxon drunk and doodling zodiac sign of Gemini on tablecloth. Before he tells Nick who killed Serena, he dies from poisoned drink. Doodle gives Nick clue

CONTINUED ON PAGE 115

CANDY

Food for Work



Running welding torch or typewriter, pushing a pencil or a hand truck, making meals or machines of war—today's work is longer, harder, calls for extra energy.

Energy must come from the food we eat—if we "put out" more, we must take in more.

Candy contains not only pure sugar for energy building but, from orchard and field, and from the dairy farm, it takes the products that make candy the wholesome, flavorsome, colorful food that it is.



Here's a good wartime eating rule—plan your three meals a day around tissue-building protein foods and foods with protective vitamins and minerals; then add easy-to-eat, good-to-eat, fatigue-fighting candy as your food for extra energy.

COUNCIL ON CANDY OF THE
NATIONAL CONFECTIONERS' ASSOCIATION
HEADQUARTERS: CHICAGO, ILLINOIS

—an organization devoted to maintaining high standards of quality in candy and the dissemination of authoritative information on its use as an energy-producing, morale-building food.



Somehow, I just want to go home

ITS A WAY TO STAY in the town's living
in this house.

I worked at the City Market. The
baker who used to give me the
loaves was married. His name was
John, or maybe called John. I worked

...a queer feeling to have your husband try out to be a hero. I look at Bill's face with the eyelashes that had a few brown ribbons, and not even his wonderful mannerisms of this sex appeal.

The High School Band playing and then several taking over notes. But some notes, I just want to see how

It's not to be confused with Bellingham, another beautiful coastal town with a charming cove.

I'm less sure out of my bones.

I come to let the familiar things of home
close in and take their strangeness away.

‘I am a contented back with children’
 says I. I’ll dress myself in a suit
 and go to the theatre. Or will you sports
 at the theatre and in the theatre and has it
 himself. Or will you let our sisterly
 generation. See! and set two pieces, two
 pieces, you’

This is not an immediate insight, but rather a starting point. Not only because it gives us a way to go to specific decisions, but because all our lives, we are trying to stand for something. I think of as "gracious living."

Be has a red isotope, but not α .

INTERNATIONAL is working to speed your machine and to bring everything so your power may not lead the pace you're in.

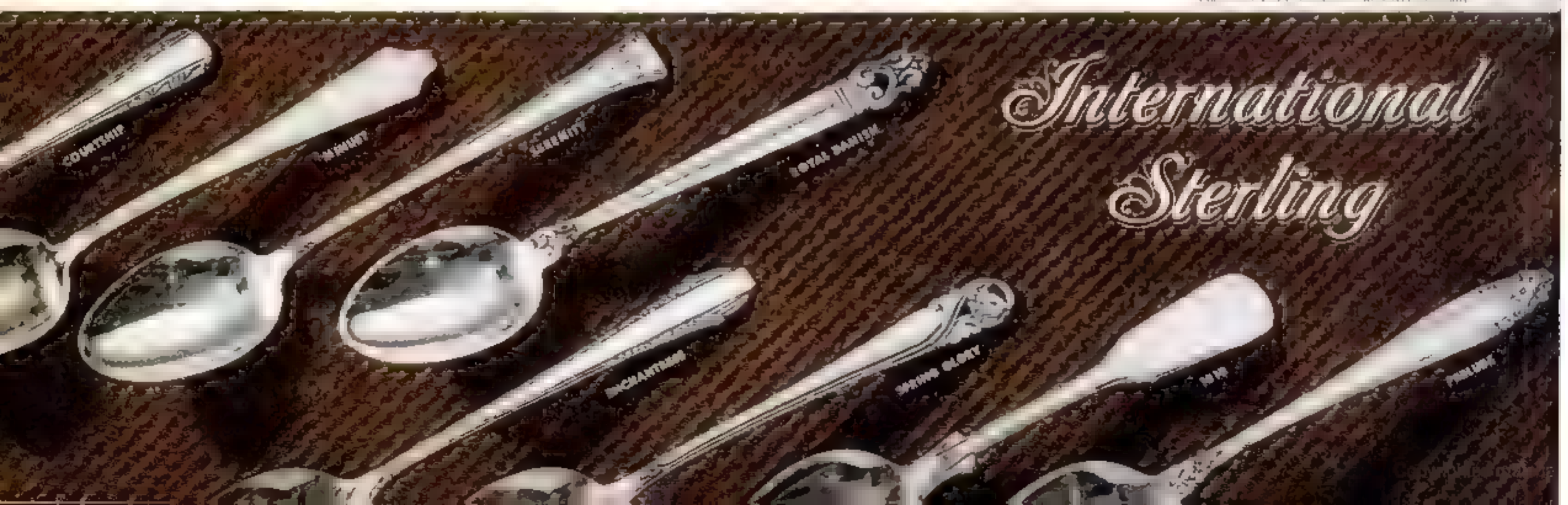
But here, my dear, you rest side
 the process of a man waiting for

FRANK N. COZZI AND HAROLD T. STORREN
Ole N. Sørensen, 1904-1984, Harvard and U.S.
investigator, guest columnist and chairman
of the

It's bright it's sparkling, it's *Human Relations*! It's the only one of its kind, a series of 12 one-hour programs that will help you understand the human mind and how to deal with it.

The 6-6 PM EDT very Sunday, Country Broadcasting, 8 st.

Cell: 11-347-5 Al-Siyer Co.: any





At Myrna's flat Nick finds her struggling with Tony Carmelito, partner of the murdered voodoo dancer. He slugs Tony before he can finish his job of choking Myrna.



On Myrna's thigh Nick sees a tattoo of Gemini sign which dead musician doodled. Remembering her claustrophobia, Nick confines her in elevator until she confesses.

FAVORITE SUPPER OF THE "CLEAN PLATE CLUB"

WITH AUNT JEMIMA READY-MIX THEY'RE EASY AS 1-2-3 TO FIX! DA-DE-DA-DA!

YOU'RE SETTING A BAD EXAMPLE FOR THESE KIDDIES BUT YOU'RE RIGHT ABOUT AUNT JEMIMAS!

I WONDER IF AUNT JEMIMA WOULD GIVE ME HER SECRET RECIPE!

IT'S EASY TO CLEAN YOUR PLATE WHEN YOU HAVE AUNT JEMIMA PANCAKES!

AND AUNT JEMIMA'S ARE SO LIGHT, FLUFFY AND DIGESTIBLE!

JUST THE THING FOR THE CHILDREN!

I'M ON THE NIGHT SHIFT, NOW, AND I CAN SURE USE THIS NOURISHMENT!

WHY BOTHER WHEN YOU CAN BUY IT READY-MIXED!

Happifyin' AUNT JEMIMA PANCAKES SHO' SETS FOLKS SINGIN'!

Easy as 1-2-3 to fix with mah SECRET RECIPE Ready-Mix

OLD SOUTH 'LASSES SAUCE GOES GRAND ON AUNT JEMIMAS

Here's the way to make it:

1 cup sugar	1/4 cup molasses
1/2 cup water	1/4 teaspoon salt

Combine and cook for 5 minutes.

AUNT JEMIMA
READY-MIX
PANCAKES

AUNT JEMIMA
READY-MIX
BUCKWHEAT CORN & WHEAT FLOUR

FOOD
for Freedom

the red box for pancakes and waffles—the yellow box for buckwheats—NOT RATIONED



Special filing system records each day of Walpole's life, each Walpole letter. On top of file cabinets are 12 volumes of his correspondence already published by Yale University Press.

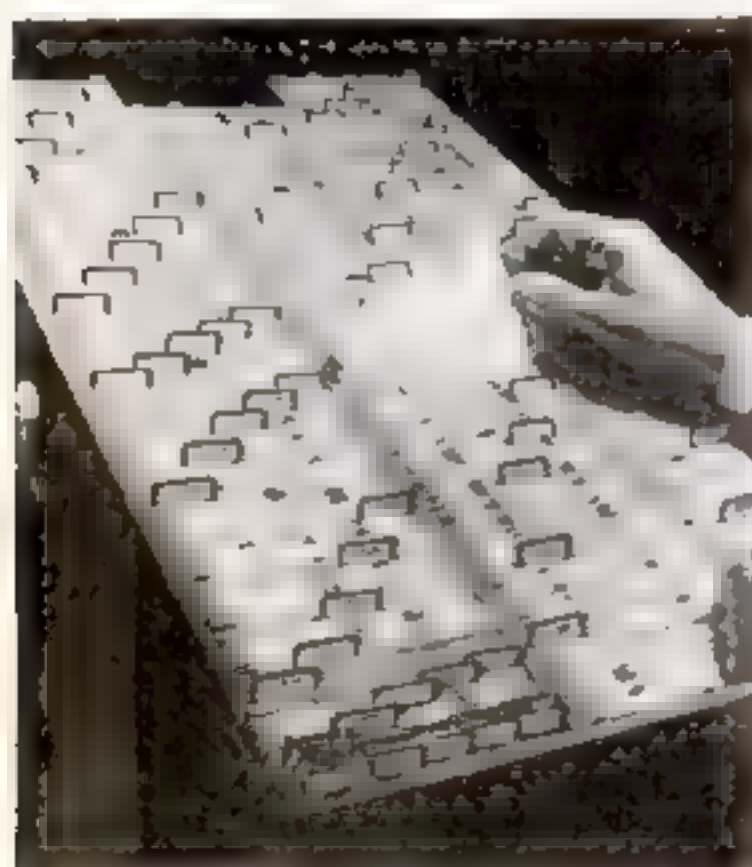
Life Explores World's Finest Walpole Library

U. S. scholar gathers record of 18th Century England

The best contemporary record of the social life of 18th Century England is housed in a simple Colonial American home in Farmington, Conn. There a hark, soft-spoken Yale graduate named Wilmarth Lewis has gathered the works and memories of an English author named Horace Walpole, who lived from 1717 to 1797 and whose thousands of witty letters give a brilliant picture of his times. Having both a scholarly inclination and the means to indulge it, Mr. Lewis started his Walpole library 20 years ago. Last week Yale University Press published the 11th and 12th volumes (\$7.50 each) of a projected 50-volume edition of Walpole letters edited by Mr. Lewis. Wilmarth Lewis has 38 volumes to go.

Horace Walpole was a dandy and a fop. Though he sat in Parliament for 27 years, he had virtually no influence on the political or economic trends of his day, which coincided with the American, French and Industrial Revolutions. Yet Horace Walpole, better known as the author of the 18th-century novel, *The Castle of Otranto*, and his letters a society which looked to him as a model of the perfect man, and made Beau Nash its arbiter, portrays a scene which produced both the ill-mannered barks of the great Dr. Samuel Johnson, the pretentious good manners of Lord Chesterfield,

Each Walpole letter has a file card giving its date and owner. There are 7,000 such cards.



Each Walpole day, from his 22nd year to death at nearly 80, is recorded in these files.



Collector Lewis, shown at right in his library, has applied 20th Century methods in his search for 18th Century facts. Documented Walpole letters include accounts of the book, costumes and the life of the great English writer, the first of the great English novelists, Henry Walpole.





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*Ring-Free Motor Oil
is guaranteed to give you
more miles per gallon
of gasoline**

**According to a specific guarantee which your
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Sold throughout the Western Hemisphere

French Quarter, New Orleans



MACMILLAN PETROLEUM CORPORATION—50 West 50th Street, New York 20, N. Y., 624 S. Michigan Avenue, Chicago 5, Ill., 530 West Sixth Street, Los Angeles 14, Calif. Copyright 1944, Macmillan Petroleum Corporation

Walpole (continued)



Horace Walpole at 37 was a London wit who took neither his own considerable literary talents nor his times too seriously. He sat in Parliament from 1741 to 1768.

HE BUILT A CASTLE AND WROTE A NOVEL

As the fourth son of Sir Robert Walpole, one of England's most potent Prime Ministers, Horace Walpole had access to every London drawing room and to the best country houses of 18th Century England. Walpole loved to visit his elegant acquaintances but enjoyed even more gossiping about them in long, amusing letters to his intimate friends. Among his correspondents were the poet Thomas Gray (*An Elegy in a Country Churchyard*) and Madame du Deffand, former mistress of the Duc d'Orleans, the Regent of France.

Many of Horace Walpole's letters were written from Strawberry Hill, a curious castle which he built on the banks of the Thames at Twickenham. He made it a show place full of 18th Century armor, painted glass and arched galleries, which revived English interest in Gothic architecture. There he wrote his fantastic novel, *The Castle of Otranto*, which set the style for later romantic novels of Sir Walter Scott. Walpole lived alone in his pseudomedieval museum for 50 years tending his gardens and nurturing his ever-growing correspondence. He died in 1797 shortly after penning this wistful note: "I shall be quite content with a sprig of rosemary thrown after me when the person of the parish commits my dust to dust."



Walpole's "Strawberry Hill" is portrayed in this needlepoint worked by Mrs. Winifred Lewis, wife of the Farmington collector. She helps him with his collection.

CONTINUED ON PAGE 1



“But it’s my last night, Dad — can’t *another* doctor go?”

SORRY, SOLDIER—but when your father’s a doctor these days, the answer’s “No”!

When you went off to join America’s armed forces, so did many, many thousands of civilian doctors. Today nearly half our physicians are on active duty.

That means that *all* homefront doctors must work harder now than ever before. Each doctor has an average of 1700 people dependent upon him day and night.

So—the least we here at home can do is *everything* in our power to help save our doctor’s time! Have it for those who really need the doctor urgently. Have it so the doctor will have time for us when we really need him.

Here are four helpful things to do whenever *anyone* needs the doctor:

PHONE HIM FIRST. Tell him briefly exactly what’s wrong. Let him decide whether he should come to see you, or you should go to him.

GO TO HIM—whenever you are able. House visits take time when someone else may need him badly.

KEEP YOUR APPOINTMENT promptly, don’t postpone it; make it at his convenience so that he can plan his crowded hours better.

FOLLOW HIS ADVICE to the letter—so that your trouble doesn’t drag on, get complicated, or need extra attention.

★ ★ ★

One of a series of messages published as a public service by Wyeth Incorporated, Philadelphia. Illustrated by Harry Adler on Wyeth, pioneer pharmacists since 1850, are relied upon by your physician and druggist for quality, precision, and ethical standards in pharmaceuticals, biologicals (including penicillin and blood plasma), and veterinary products.

SAVE YOUR DOCTOR’S TIME IN WARTIME!





Training and Teamwork Brought us Back



by Capt. Charles S. Grant

As Navigator of the B-26 bomber, So Sorry, Capt. Grant flew 17 combat missions in the Southwest Pacific theater. Here is the Captain's story of his most unforgettable flight.

THE So Sorry was dishing it out that morning over the New Guinea coast. Six or eight Zeros had jumped the formation, and our gunners—Sgts. Lawrence Steslow, Melvin McCaskey and Andrew Johnson—were strictly "on the ball."

Johnson in the top-turret, Steslow firing from the tail, and McCaskey manning both guns in the waist had cleared the air of enemy fighters as our pilot, Maj. Gerald Crosson (then a Capt.) swung in over our objective at 8,000 for a long, steady bombing run. A few flak bursts blossomed around us—but we ignored them. We wanted to be sure that we drew a good bead on our target.

The bombardier's eye was glued to his sight. He had the Nip air-strip caught square in the crosshairs, and was all set to lay his eggs in there . . .

And then the whole sky caved in on us! A terrific shock hit the plane—as a 75 mm. ack-ack shell tore through the bomb-bay doors, three feet from my head, and burst backward.

I had a sensation of overpowering heat . . . and the entire compartment around me was one great swirling ball of angry red and yellow flame.

The blast picked the So Sorry up and stood her on one wing. Her bomb-bays became a shower bath of oil

and hydraulic fluid. The bombs jammed in their racks. The elevator controls were severed and the rudder and ailerons partially fouled.

It looked like we'd spin right into that ack-ack battery. But with the stick lump and useless in his hands, Major Crosson managed to pull us out with the trim-tabs! It was the finest piece of flying I have ever seen.

The nearest spot for a landing was back of the Allied lines, 200 miles south. But before we had gone a third of the way, we ran into typical New Guinea weather. Every landmark suddenly "socked in." We limped along on dead reckoning.

Now a navigator has to say to himself: "You're right!"—and believe it. And when you're as scared as I was that day, you sweat out even the simplest calculations. I didn't take any part of the ride "with my feet on the desk."

When my charts said we should be over our base, we ducked cautiously down through the fog and driving rain. Sure enough, there was a landing strip . . . and bouncing along beside it, an American Jeep. We knew we were home.

Major Crosson cut the engines, feathered his props and brought us in with our wheels up, our flaps down, our bomb-bay doors wide open and our bombs still hanging crazily in their racks. We hit hard—shd 400 yards—and buried me under an avalanche of dirt scooped up through the open doors.

I dug myself out and looked around—at the men whose courage and skill and training had brought this airplane back when it should have been at the bottom of the Pacific Ocean.

And, looking at them, I knew why *nothing* will ever stop the AAF. I knew what the General meant when he called it "the greatest team in the world."

U. S. ARMY RECRUITING SERVICE



BACK IN THE U. S. A. Left to right: Major Crosson, Captain Grant, Sgt. McCaskey, Sgt. Johnson. When the plane was made Sgt. Steslow was an Aviator's Log in pilot training.

MEN OF 17 . . .



If you want a chance to fly on the greatest team in the world, an AAF air combat crew . . . go to your nearest AAF Examining Board . . . see if you can qualify for the Air Corps Enlisted Reserve. If you qualify, you will receive this insignia . . . but will not be called for training until you are 18 or over.

When called you will be given further tests to determine whether you will be trained as a gunner, bombardier, navigator or pilot. Gunners and technicians graduate from training in enlisted status, and if they go into actual combat, they fight as non-commissioned officers. Men with outstandingly high aptitudes are

If for any reason you fail to qualify for air combat crew training or if you fail to complete the training to which you are assigned or if it is for any reason determined you will be assigned to a duty not commensurate with you.

For pre-aviation training contact your local Civil Air Patrol officer. Also see your High School principal or adviser about recent men listed in the Air Corps division of the High School Victory Corps. Ask about it or report to them for college training through the Army Special and Training Reserve Program.

KEEP EM FLYING!

For all nearest times of National Service Week, see your local Civil Air Patrol officer. This advertisement has been approved by the War Relocation Authority.

FLY AND FIGHT WITH THE



GREATEST TEAM IN THE WORLD

Walpole (continued)



Walpole's parents, Sir Robert and his lady, were leaders of Whig society. The Whigs believed in Parliament over the Crown and were ancestors of today's Liberal Party.



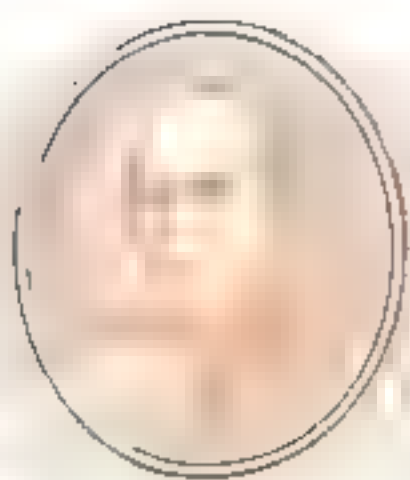
The snuffbox was bequeathed to Horace Walpole by his most ardent admirer and correspondent, Madame du Deffand, a French *grande dame* who was 20 years his senior.



The cabinet was designed by Walpole to please his Twickenham neighbor, Lady Diana Beauclerk. Walpole enjoyed the society of women but never married.



SAFE • SURE • PROTECTION FOR YOUR CAR



It was Daniel Webster
who pronounced Old Crow
*"The World's Finest
Whiskey"*



THOSE IN THE KNOW - ASK FOR

**OLD
CROW**

A Truly Great Name
AMONG AMERICA'S GREAT WHISKIES
Bottled-in-Bond



The Old Crow Distillery is cooper-
ating with the government alcohol
program. We are doing our utmost
to distribute our stocks to assure a
continuous supply for the duration.

Kentucky Straight Whiskey • Bourbon or Rye • This whiskey is 4 years old • National Distillers Products Corporation, New York • 100 Proof

LIFE'S MISCELLANY



IONIC COLUMNS GRACE THE ENTRANCE TO CONVERTED STOTESBURY MANSION

MANSION LABORATORY

In the swank Chestnut Hill section outside Philadelphia is probably the most unusual laboratory in the world. It is housed in Whitmarsh Hall, the famous mansion of the late Edward T. Stotesbury who originally built it at a cost of \$2,500,000. Last year the Pennsylvania Salt Manufacturing Co. bought the mansion and converted it into a research laboratory. Pictured here are results of the conversion which stripped ballrooms, boudoirs and bedrooms of their elegance to make room for stark laboratory tools.



Guest bedroom has been cleared of drapes and mirrors (above), replaced by laboratory glassware (below). Fluorescent lamps take place of the chandelier.





*Magic
in Every
Hand*

PLASTIC COATED
Duratone
PLAYING CARDS

It's a quick trick to remove soil, candy or ink stains from Plastic-Coated Duratone cards... a damp cloth, a wipe, and presto—they're like new! At this time, not even a magician could supply the tremendous demand for Duratone cards. If your favorite store is "fresh out"... try again later. You'll find they're worth it!

EASY TO CLEAN, SIMPLY WIPE WITH DAMP CLOTH

Best for Poker & Pinochle

PLASTIC COATED **CLUB RENO**

ARCO PLAYING CARD CO., CHICAGO



A CANARY Thrills FRANCES LANGFORD

Popular Songstress on the Bob Hope Radio Show

And you, too, should know the heart-warming thrill of owning a canary. Like the stars, you'll want to feed it FRENCH'S Bird Seed and Biscuit—the largest selling brand in the U. S.



OWN A CANARY—THE ONLY PET THAT SINGS



GUARANTEED BY
THE MARLIN FIREARMS CO.
NEW HAVEN, CONN.



LIFE'S MISCELLANY (continued)



Valley Suite is now being used for analysis, microscope studies.



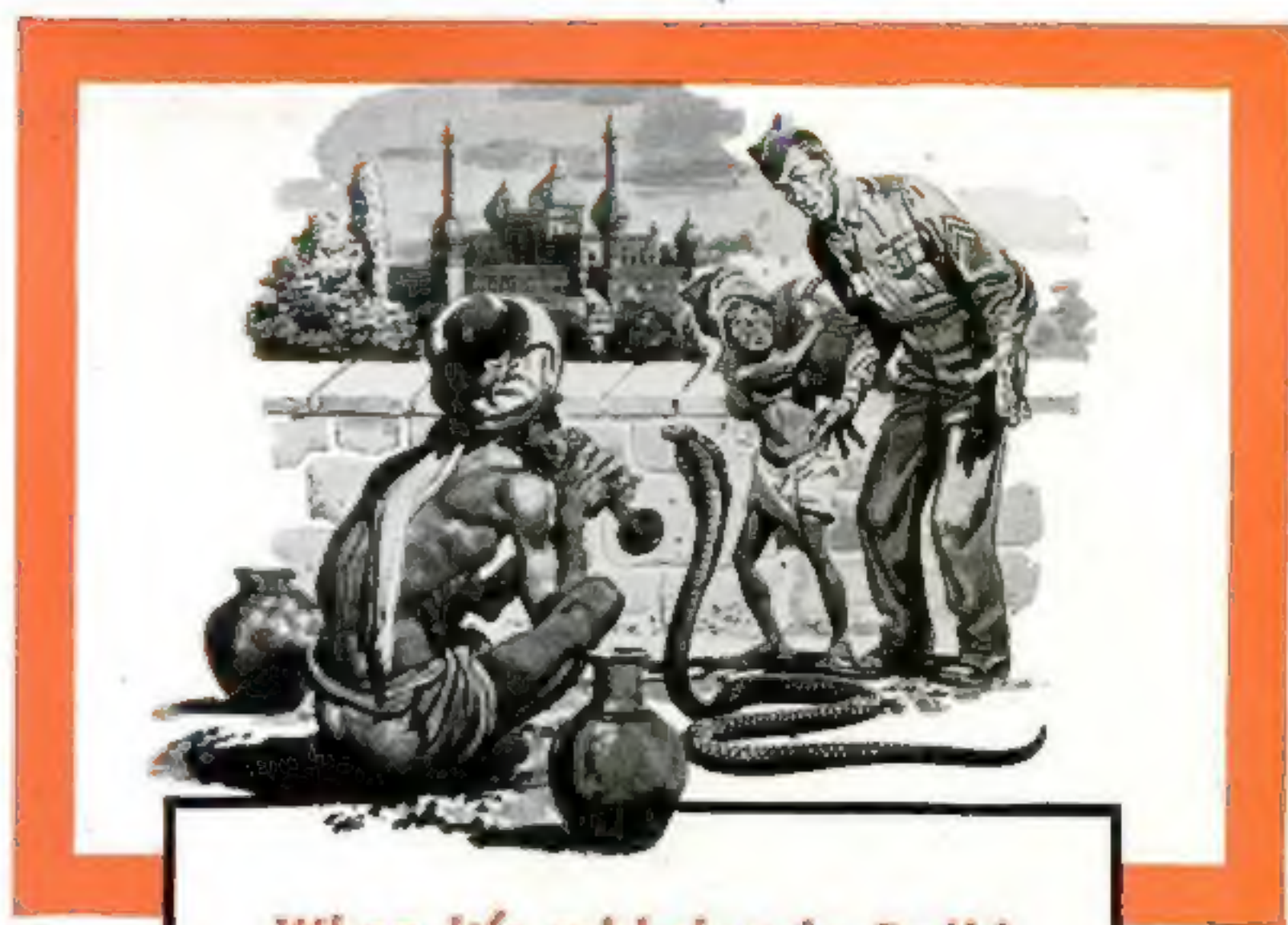
Mrs. Stotesbury's piano has been replaced by chemistry tools.



Ballroom provides ample space for shelves of technical books.



Time, LIFE, Fortune and the Architectural Forum have been cooperating with the War Production Board ever since Jan., 1943, on the conservation of paper. During the year 1944 these four publications of the Time group are budgeted to use 73,000,000 pounds (1,450 freight carloads) less paper than in 1942. In view of resulting shortages of copies, please share your copy of LIFE with your friends.



When it's mid-day in Delhi
**IT'S
FLASHLIGHT TIME
IN AMERICA**



Today there are no Bond flashlights and only a very few Bond batteries available.

Tomorrow, when war clouds lift and the urgent necessity to earmark Bond flashlights and batteries for vital war work disappears, you'll be able to buy

all of them that you want. Meantime, as your contribution toward speeding Victory please use your Bond batteries sparingly. Bond Electric Corporation, New Haven, Conn., Division of Western Cartridge Company.



PROTECTION FROM DUSK TO DAWN

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DIV. OF WESTERN CARTRIDGE COMPANY

Marlboro

America's Luxury Cigarette

ONLY IN MARLBORO

Cigarettes can an extra penny or two make such a difference in the day's enjoyment! Superb tobaccos... magnificently blended. Why not **TRY** Marlboros?

Plain Ends... Ivory Tips
... Beauty Tips (red)



Cigarette of successful men and lovely women

LIFE'S MISCELLANY (continued)

MARRIED AT LAST

After two years of courtship and three years of engagement, Rita Weinberg and Sgt. Bernard Kessel were married in Manhattan last month. She was once pictured in LIFE (Nov. 30, 1942) as Bernie's inspiration after he had sailed for North Africa with a pocketful of her pictures. Starting then, he wrote her hundreds of letters and poems, succeeded in making himself so real in print that Rita never felt he was farther away than next door.



Picture of Rita in bathing suit Bernie liked was printed in LIFE. It accompanied him in his tank to Oran, Kasserine Pass, Sicily, Anzio Beachhead and back home.



Bernie and Rita went to the Adirondacks on their honeymoon. He was drafted quickly in October 1941 that Rita gasped, "We just never had time to get married."

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"Opening Day"— 2 words that mean great expectations



2 words that mean smooth whiskey — "Walker's DeLuxe"



Never in the world could a whiskey have the sunny good nature of this grand straight bourbon but for a Hiram Walker distilling refinement which makes Walker's DeLuxe smooth from the start. Further mellowed by four long years in the wood, Walker's DeLuxe sums up in two words everything you'd hope to find in whiskey smoothness. Try it—discover why Walker's DeLuxe is one of America's most highly regarded whiskies.

Straight bourbon whiskey. 86 proof. This whiskey is 4 years old. Hiram Walker & Sons Inc., Peoria, Ill.

GIVE HER A TYPEWRITER...

A PACK OF CAMELS...AND LET THOSE PRESSES ROLL!

PEGGE PARKER, ace war reporter, is an expert on G. I.'s, camps, and Camels

By PEGGE PARKER

I AM writing this on a G. I. soap box after a day in a Tiger Division tank under simulated battle conditions that seemed awfully real to me.

I've also been up with the paratroopers, finding out what 1500-foot jumps are like...I've spent a week aboard a Liberty Ship, covering the Merchant Marine...I've flown on stunt maneuvers in a glider...run an obstacle course with tracer bullets practically grazing my head. It's all been plenty rugged and, take my word for it, that Camel tastes good when you get a minute out for a smoke. And the G. I.'s I've seen certainly seem to agree. Camel's their favorite*—and mine!



Little did I dream back in my girlish, organdy, pre-war days that I'd be riding as gunner in a tank.

Those paratroopers are wonderful!... they jump with only 1500 feet between them and the ground, nonchalantly as you'd light a Camel.



You give up the comforts of home on a job like mine... but one of them always goes along with me. Those Camels!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.



● Camel would like very much to have a date with your T-Zone—that's T for Throat and T for Taste. It would like to demonstrate the mildness and coolness of its magnificent blend of costlier tobaccos—to *your own* throat. And the rich, full flavor to *your own* taste. Because *your* throat and *your* taste are surely the best judges of which cigarette is best for *you*.

Camels

*With men in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)